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WHOLESALE PRICES

*Harrold's*

**PEDIGREED  
SPECIALTIES**

*for 1953*

Harrold's Pansy Gardens and Greenhouses

HORTICULTURISTS SINCE 1902

P. O. BOX 29

GRANTS PASS

OREGON, U. S. A.



# PROFITS for SPRING

With the beginning of the spring planting season for the professional grower we submit here a varied list of specialty and high quality standard items which are much in demand at this season of the year. Many of the specialties are of our own breeding and growing and are backed by 50 years of careful development under the control of our own family. Those items that are not of our own development and growing come to us from other specialist growers who are just as careful in their work as we have been so we feel quite confident that all material offered herein is from the very top strata of quality in the horticultural field.

## HARROLD'S PEDIGREED STRAIN PANSIES

These have been our major specialty for more than 50 years now and it is with them that we have done probably more work than any other firm now in the field. They have been widely accepted by the professional growers throughout the world as we ship seeds to about every country and locality where they may be successfully grown. They have been **NATIONALLY ADVERTISED** in an extensive manner over the past 30 years in all forms of publicity (magazine, trade journal, radio and direct mail) until they have a large plus value to you because of the wide acquaintance and acceptance that they have built. This line also affords you a greater selection of varieties and colors (many bred especially for special purposes that are exclusive to the Harrold's Pedigreed Line) than any other line of stock offered in America. We suggest the following pages be carefully examined. There you will find the exact variety that meets your needs best.

## PLANT PANSIES AND VIOLAS NOW FOR SPRING SALES

We suggest that you plant these between now and February 20th for nice plants to fill the spring bedding plant needs. If you have a cool greenhouse or lightly heated frame, seeds planted by January 20th can be had showing first bloom by the time bedding plant sales gets started in April. Started with mild heat through the germination period and transplanting, they can then be shifted to cold frames, clearing the indoor space in time for spreading the less hardy plants along in March. This way they will pay for space not needed early and grow into further profits in less expensive outdoor space suited for few other easily grown plants. Pansies are always popular if the sales price can be maintained within reason.

In this matter of cost you again have reason for using spring planting with Pansies. In the past the market has been well supplied with cheap Pansy plants for spring delivery in almost every part of the country. Today the situation has changed and we predict that this spring there will be a severe shortage of these plants in many parts of the country. The past few years increasing growing costs have gradually reduced the operations of oldtime wholesale growers and this past year has seen transportation costs reach the point where shipping of these plants in quantity over long distance is becoming impractical. Transplanted Pansy plants in bud and bloom shipped a distance of 1,000 to 1,500 miles can add nearly as much as the wholesale price of the plants to the total cost in transportation. This is a very substantial reason why you can make a double profit by planting now to meet your spring needs. It is not our intention here to discourage the purchase of Pansy plants if your source of supply is near enough to you to make that practical. With the limited supply that will be available in quality stock there will be a market for what is available within a practical area. We do say, however, that now is the time to examine this matter and decide which of the two ways you'll handle it. If you decide on ordering plants from any source **NOW** is the time to get that order booked. **IF PLANTING SEEDS NOW** is the more practical way, **NOW IS THE TIME TO ORDER THEM**. We hope that you'll decide to use **HARROLD'S PEDIGREED STRAIN PANSIES AND VIOLAS** if you do. Specify Harrold's Pedigreed Pansies when ordering plants or order the seeds direct from the originator.

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This seed parent in one of our seed fields demonstrates the compact, free flowering habit of our Harrold's Pedigreed Strain Pansies. Comparison with the adults hands gives some idea of the flower size potential when well cultured.

## SELECTING AND GROWING

# HARROLD'S Pedigreed Strain PANSIES

### THE VARIETY TO SELECT

The selection offered in this catalogue is the most complete made by any grower of seeds or plants. At first glance the mere scope of the selection may be confusing but each variety has its own characteristic and use.

In mixtures the price range to some extent is an index to the capabilities of the variety as to the size of flower and richness of color range. The more costly are the more highly bred and more recent of introduction. There are colors and combinations in these varieties that are not included in the older and less costly sorts. From the standpoint of quality, however, all Harrold's Pedigreed Strain varieties are grown to a quality not a price.

### BEDDING MIXTURES

In general there are two distinct groups of these. The so-called **EXHIBITION GROUP** is the largest flowered generally and the most useful where mass plantings in the most showy colors viewed from a distance is desired. The color formulas usually are of lighter shades that show to brilliant effect and this brightness is enhanced by the fact that this group has a characteristic smaller center blotch and develops more of the self (plain colors) than the fancy group.

The **FANCY GROUP** gives truly giant flowers in the darker and more velvety shades. The center

blotch is large, covering three and sometimes all five petals over as much as half their area. The general effect is much darker on overall color tone and so at a distance this group does not show so brilliantly. However, when viewed as individual plants or where planted in spot plantings about the garden they are most useful and attractive.

### EXHIBITION MIXTURES

We consider our Harrold's Pedigreed Giant Art-Shades to be the largest flowered in this class and the most desirable. The color range is modern and in every way these meet the most popular demand. Our Harrold's Pedigreed Giants are an older strain, the parent strain of the Art-Shades and are considered still by many of our gardening customers to be most preferable.

### FANCY MIXTURES

This year our new introduction, Harrold's Pedigreed American Giants, of course heads the list in this class. This is followed by our Harrold's Pedigreed Swiss Giants which has been our top strain in this group for several years. Harrold's Improved Swiss is an old standby preferred by many since its introduction back in the '20-s.

### COMBINATION MIXTURES

C. W. HARROLD'S PRIVATE BLEND tops the list in this class and was our 1949-50 novelty introduction. We suggest a careful examination of



its description farther over in this booklet. Harrold's All-American Bedding Mixture is another combination mixture that merits attention by the gardener who is interested in as much variety as possible in a single sort at an economical price.

### NOVELTY MIXTURES

We afford a selection of several of these that are developed either with a special growing condition in mind or a special color range that adds variety and enjoyment to your gardening. Certainly these several varieties merit your consideration.

### FORMAL COLORS

This group of separate color selections are ideal for planting beds or borders that are to carry out a specific color scheme and they are the cream of this type of stock to be obtained. All are as true to color as any stock commercially available but where strict color uniformity is desired over-planting and selection will be required as no Pansy plants grown from seed may be depended on to be 100% true to shade or even color. Generally color uniformity will be true from 80 to 90% but we suggest that over-planting of 25% or more be practiced and selections made for planting as the first blooms appear on the plants.

### FREE CULTURE BOOKLET

Our booklet "MODERN PANSIES" Their History, Culture and Habits will accompany all orders for seeds or plants. This gives complete information needed for your success with Pansies.

### SUGGESTIONS FOR

## SPRING CULTURE

While it is a fine procedure to plant your Pansy requirements for spring sale in July, August and September, there is the opportunity and some advantage in planting these requirements in the late winter along with other bedding plants.

This is a thoroughly satisfactory and economical method as plantings made in January and February can be had showing bloom and bud when the most of the spring bedding plant sales are made. Also these plants will give your customers much longer blooming season as they readily stay in flower a month or two longer than do the fall plantings. They stand hot weather better too.

Another factor this year that favors the consideration of spring planting of your Pansy requirements is the increase in transportation costs. Through re-classification this last month, many plant items have been subjected to a 30% increase in express rates and this along with past increases, now often makes transportation charges as much as the wholesale cost of the plants at point of production. The saving in these transportation costs alone, through growing of your needs in your own establishment, will mean a substantial profit to you.

### PLANTING PROCEDURE

This is not difficult as Pansies are relatively easy to grow when planted in spring. You don't have to fight the dangerously high temperatures of late summer and seeds germinate more readily. A temperature of 50 to 60 degrees at night will see you through the germination nicely and after the plants have 4 leaves they can be carried at 40 degrees at night until they are transplanted.

Transplanting may be done when the plants have 4 leaves although we find that the plants thrive better if not disturbed until they have 6 to 8 leaves which means that planting should not be too thick. As soon as they are established after transplanting they may be seasoned off until they will stand several degrees of freezing without damage. This makes it possible to shift them out into unheated cold frames in March to make room for less hardy stock in your indoor space.

This procedure of course suggests the use of flats for the seeding operation but transplanting may be done into frames if protected sufficiently. Generally, however, the culture in flats throughout the entire operation is most practical. These young spring plants handle well in flats through the selling stages. This is a different procedure than for the summer planting as here the seeds germinate better under summer heat and the plants winter better if that operation is entirely in ground beds.

The more detailed procedure of culture is covered by our booklet that accompanies every shipment of seeds.

### DOZEN PLANT UNITS

With the new miniature flats of fiberboard that is now available a very popular retail unit of Pansy plants is now practical and planting of the seeds in the first 5 or 6 weeks of the New Year is the best answer to plants for this.

Pansy plants that are wintered over are usually too large for such methods of merchandising, in fact the only way to market them satisfactorily is in baskets or direct to the public from the nursery beds. This is ideal for the real early demand but there is a large market demand that you can fill with these unit packs.

Sales are easy for they are made at a time when other bedding plants are in demand and Pansies and Violas move readily along with these other sales with but very little effort.

With a little planning you'll find no other spring plant grown from seeds in so short a time that is in better demand or shows a better profit than Pansies and Violas.

### Select Several Types For Variety

Pansies, Violas, Hardy Primroses and Delphinium are a group of plants that are rather easily grown, require a minimum amount of equipment and their culture is so nearly related that you will find them an excellent combination. From a sales standpoint they have universal appeal and are always popular in any market. Good strains are a really important factor and you will find the list of them in this catalogue to cover the best to be obtained in all four groups. We supply cultural booklets or sheets on their culture with every order.



They're **NEW**  
**HARROLD'S PEDIGREED**  
*American Giant*  
*Pansies*

NEW COLORS

GIANT SIZE

LONG STEMS

EARLY FLOWERING

ROBUST <sup>A</sup><sub>N</sub><sub>D</sub> HARDY



This new race of Pansies will certainly please those fanciers who prefer their Pansies large in size, deep in color and velvety in texture. We feel proud to offer them as our fiftieth anniversary introduction. Description of necessity must be a comparison of some sort that many gardeners know. In this instance the most widely known strain of similar type would be the popular "Swiss" types although this new race is much improved and a decided step forward in the development of "Fancy Type" Pansies. As much so as the "Swiss" race was at the time of its introduction.

The plant habit of these Harrold's Pedigreed American Giants is compact and robust bearing flowers with exceptionally long stems well above the foliage. They have foliage of bright green with huge leaves and the plants have proven to be of the hardiest constitution. They winter well, bloom early in spring after the winter rest and continue to bloom well into the hot weather. In fact they stand heat the best of any Pansy we have grown. Because of this a planting made in early spring right where the plants are to bloom usually results in an attractive bed right through the summers heat followed by a brilliant display as the cooler fall days come. Well resistant to the very few pests and diseases that affect Pansies.

The flowers are very large - on a par with our famous Harrold's Pedigreed Giant Art-shades - but the velvety deep tones set them apart from most other Pansies. There is a predominance of red in the color blend with many deep red shades or multicolor flowers that have red in the color combination. Blue and purple are of course represented in moderate numbers but it is the bronze and pink shades that attract the attention. Yellow is of course present but in balanced proportion and there is practically no white. Self colors have not so far developed to a noticable degree in this mixture. Many multicolor combinations, however, are entirely new. The seed and test beds of this variety have been a center of attraction in our nursery for the past two years.

**SEED PRICES:** Per Trade Packet, about 750 seeds, \$2.50;  $\frac{1}{16}$  oz. \$5.00;  $\frac{1}{8}$  oz. \$9.00;  $\frac{1}{4}$  oz. \$17.50;  $\frac{1}{2}$  oz. \$27.50; 1 oz. \$50.00; 2 ozs. \$90.00.



OUR NOVELTY  
1949 - 50



*C. W. Harrold's*

## PRIVATE BLEND

The name here is most descriptive as this strain has been the personal project of the founder of our firm who is now the oldest active Pansy breeding specialist (80 years), with 50 years of horticultural experience, in the U. S. A. Blend denotes the fact that it is formula blended from several different stock lines so that we know that its variety and novelty is going to be attractive to you.

It may be that a bit of background history would be of interest. Much of the basic lines that go into this blend have their foundation in development work we did more than 25 years ago. As early as 1929 we were working with breaks that produced many orchid and pastel shades. These, however, at first refused to be hardy enough or have sufficient vitality to withstand the gardening conditions that the average gardener was sure to give them. We felt that by 1940 we had a useable strain and we introduced it as Harrold's Pedigreed Giant Art-Shades - Orchid Selection. At that time it was the equivalent of the present day so-called "Hybrids" but we were still not satisfied and so during the war years it was withdrawn for further development. Just where the name "Hybrids" enter into this is difficult to determine for as far as is known this type of stock originated from natural breaks in normal Pansy stock and they have been developed by selective, not cross breeding with a different variety of the Viola family as would be the case were they truly hybrids from a technical standpoint.

The faults of earlier stock of this type was mostly their inability to stand the elements. The sun burned them in hot weather and the wind damaged the flowers. This we have



eliminated almost entirely and they truly carry their beauty to your garden in a manner that does not need unreasonable babying. The early breaks were of Albino nature thus quite weak of constitution and it has remained for careful breeding to reduce this trait to a practical degree.

As now represented this blend probably carries over 800 colors and color combinations and markings. Many are new and not released before except in our Pedigreed Novelties. Most notable are the soft pastel and poly-chrome shades with lightly penciled throats overlaying shades of brown, maroon and orange. Usually the ground color of these flower types are pastels of orchid, lavender, cream-pink, terra cotta and heliotrope. For color contrast some more definite deep colored types are included in the blend but the overall effect is a light color range.

**SEED PRICES:** Trade Packet, about 750 seeds, \$2.00;  $\frac{1}{16}$  oz. \$5.00;  $\frac{1}{8}$  oz. \$9.00;  $\frac{1}{4}$  oz. \$16.00;  $\frac{1}{2}$  oz. \$30.00; 1 oz. \$55.00; 2 ozs. \$95.00.

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## *Harrold's Pedigreed* NOVELTIES

The seeds sold under this name are a blend composed of surplus from our breeding and development work, therefore the supply is always limited. The name has remained constant since this stock was first offered in the early '30s but the seeds contained in the formula is different from year to year. Because of this they can not be priced as ordinary seeds but are offered and recommended to the fancier who is looking for novelty. The mixture does contain much that may develop similar to the better of the other Harrold's Pedigreed Originations. It also contains crosses made on these parents that will be different and interesting. Generally it is a type of seed not usually available to the public.

Any attempt to describe the coloring, type or form is impossible because of the very wide range of parent stock and the fact that the seeds supplied last year may not even resemble the blend supplied this season. The considerably reduced picture at the right shows but one of many unusual markings to be found in this blend. An effort is made to include only those stocks that maintain a high standard of form, substance and hardiness so they will be satisfactory under general garden culture.

**SEED PRICES:** Trade Packet of about 500 seeds, \$2.00;  $\frac{1}{16}$  oz. \$5.00;  $\frac{1}{8}$  oz. \$9.00;  $\frac{1}{4}$  oz. \$17.50.

PRIMROSES ARE  
A GOOD COMPANION  
FOR PANSIES





*Harrold's*

## ATOMIC DAWN

Because of restricted production potential this variety has not, and probably will not be available in large quantity. For that reason it was offered in but limited amounts in last summers catalogue.

Strictly a novel blend of rather soft colors in shades of pink, lavender, delicate blue, light gold and carrying many pastel shades entirely new to Pansies. The poly-chrome bronze shades are especially striking although a bit vagrant in number due to the particular characteristic of these types. Many flowers are heavily ruffled. Size is medium giant with a hardy plant habit.

**SEED PRICES:** Trade Packet, about 500 seeds, \$3.00;  $\frac{1}{16}$  oz. \$8.00;  $\frac{1}{8}$  oz. \$15.00;  $\frac{1}{4}$  oz. \$25.00.

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*Harrold's*

## SUNSET GIANTS

Another blend in a special color range which has had much popularity since its introduction several years ago. As these shades are mostly of limited reproduction we have not been able to get this blend onto a commercial quantity production. Mostly of Sunset Shades of orange, red and gold these make a bright colored stock for borders or mass bedding. The plant habit is quite hardy and unusually robust for these shades. Flower size is medium giant and of quite round form, some with moderate ruffling.

**SEED PRICES:** Trade Packet, about 500 seeds, \$2.00;  $\frac{1}{16}$  oz. \$5.00;  $\frac{1}{8}$  oz. \$9.00;  $\frac{1}{4}$  oz. \$17.50.

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## Three Other Novelties

These three novelties, while not of Harrold origination, are we believe of interest and value and so following the policy of many years standing we bring them to you so that we may again say that when it comes to Pansies and Violas - All The Best Is Stocked By Harrold's.

**PANSY SWISS GIANT CLARET:** Another shade of the so popular Swiss reds. Lighter and more brilliant these consist of several closely related shades and markings. Plants have usual compact Swiss form.

**SEED PRICES:** Trade Packet, about 1,000 seeds, \$1.50; three Packets for \$4.00.

**PANSY HARMONY:** A compact, ruffled form claimed to be hybrid although probably not technically a hybrid. In any event the color range is striking, a bit different and quite pleasing. Would classify as a 'Fancy Type'. Many of the flowers carry the characteristic large blotch of the 'Fancy Type' but have a distinctive blending of several colors in the ground coloring. Flowers are usually quite round when grown in a good culture with petals well overlapping.

**SEED PRICES:** Trade Packet, about 1,000 seeds, \$1.50; three Packets for \$4.00.

**VIOLA GEORGIA PEACH:** This new shade, bright and of delicate peach coloring, is a striking addition to the Viola group that will undoubtedly become a favorite among Viola Fanciers. The blooms are unusually large for this family, often being larger than a silver dollar and their form is almost perfect. Round, the petals well overlapped and the edges moderately ruffled gives a flower form of almost ideal uniformity.

**SEED PRICES:** Trade Packet, about 500 seeds, \$1.50; three Packets for \$4.00.

**NOTE:** In this group you may assort any combination of three packets to obtain the quantity price.



*Harrold's Pedigreed*

## GIANT ART-SHADES

We consider this to be **THE FINEST EXHIBITION** type of Pansy available today. With good culture the flowers are extremely large (we have had them 5 inches across in the seed production fields) with excellent substance. They are probably the earliest flowering of the real giants and the coloring is very brilliant. Normally there are more than 500 color combinations and markings in this mixture with many pastel shades as well as pure, deep colors. The markings, typically Exhibition, range from self colors through the dainty penciled to the tri-color blotches having a veritable rainbow of color in a single flower like the one illustrated below. Plant habit under good culture, is equally robust and this variety is hardy under reasonable treatment anywhere in the United States. For mass bedding these are not excelled because of the brightness of the color range. At the same time many unusual specimens may be selected from the mixture for the individual spotting of color in the garden. Flower stems are quite long and stiff making good bouquet material. These are an improved progeny of our Harrold's Pedigreed Giants listed on the next page.

**SEED PRICES:** Trade Packet, about 1,000 seeds, \$1.00;  $\frac{1}{8}$  oz. \$2.50;  $\frac{1}{4}$  oz. \$4.75;  $\frac{1}{2}$  oz. \$9.25; 1 oz. \$18.00; 2 ozs. \$32.00; 4 ozs. \$45.00; per pound \$180.00.







GIANT SIZE  
VERY HARDY

*Harrold's*  
**PEDIGREED GIANTS**

Introduced by us in 1929 this variety remained at the top of the list of **EXHIBITION TYPE** Pansies until superceded by its progeny the Harrold's Pedigreed Giant Art-Shades. Among our professional customers it has retained its popularity because of its satisfactory performance and the reasonable cost of the seeds.

The flowers are very large when given good culture in a suitable situation and the plants are compact, robust and with good hardiness. They bloom among the very first in the spring and continue well into the summer if a bit of care is taken to see that they have adequate food and water. The color range is satisfactorily varied and the flower markings are typical of the Exhibition group. Many self colors as well as penciled and small blotched centers are included. Many flowers over 4 inches are usually produced with good culture.

**SEED PRICES:** Trade Packet, about 1,000 seeds, \$1.00;  $\frac{1}{8}$  oz. \$2.25;  $\frac{1}{4}$  oz. \$4.00;  $\frac{1}{2}$  oz. \$7.75; 1 oz. \$15.00; 2 ozs. \$28.00; 4 ozs. \$40.00; per pound \$150.00.

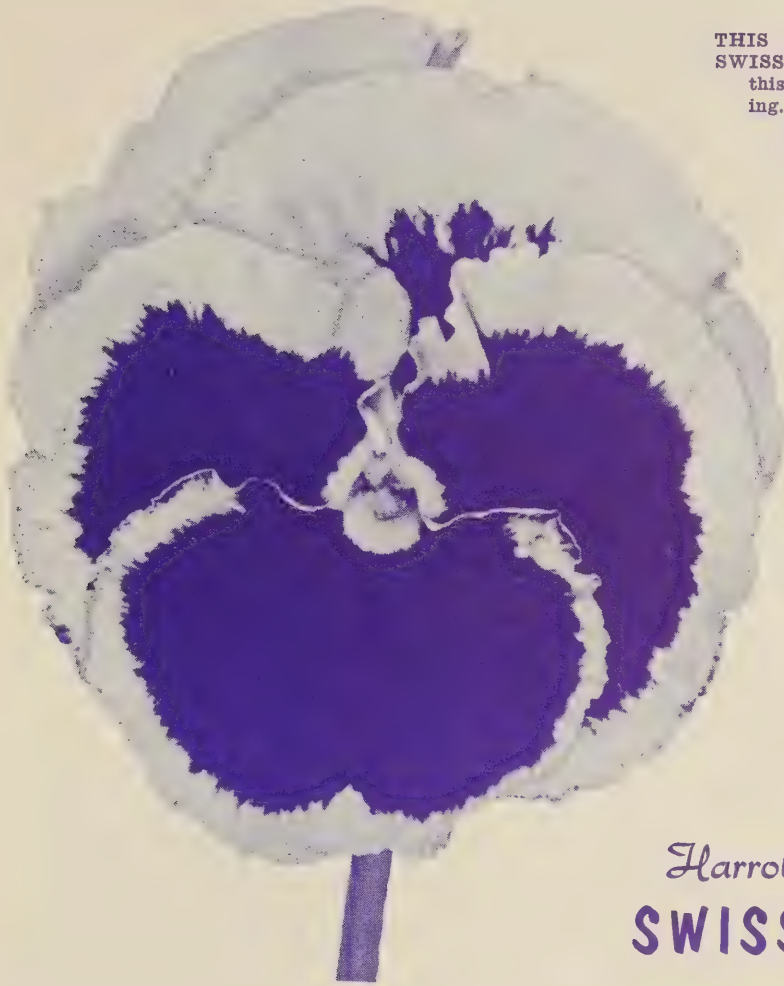
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**MODERN PANSIES - By C. W. and M. E. Harrold**

In order that you may grow Pansies easily and more satisfactorily we issue a comprehensive culture booklet under the above title. As far as we know this is the most complete treatise on Pansy culture now in print comprising some 7,000 words of text describing the history and habits of Pansies as well as the most minute cultural detail both for the home gardener and the commercial grower producing plants in quantity. This booklet is **FREE WITH EVERY ORDER** for either Pansy or Viola seeds or plants. Those desiring the booklet alone may obtain a copy by remitting **TWENTY-FIVE CENTS IN COIN**. It will be sent postpaid.



THIS HARROLD'S PEDIGREED SWISS GIANT is quite typical of this variety in form and marking. Reproduction is about natural size of the flower photographed.



## *Harrold's Pedigreed* **SWISS GIANTS**

Until the introduction this year of our Harrold's Pedigreed American Giants, this has remained our top "FANCY" type pansy of the past several years. These differ from the "Exhibition" type in the characteristic coloring and markings as you can see from the comparison of pictures shown.

In "Fancy" type Pansies the center blotch is usually quite heavy and covers a half or more of the three bottom petals; sometimes all five petals. The ground colors are usually different in character and tonal range even in those having lighter center blotch and it is to be recommended that for the greatest variety that you plant both types or use a blended mixture that contains both.

The flower size of these is very large and plant habit robust. They are as hardy as any bedding giant and flower stems are pleasingly long. Flower substance is very good. Flower color range is in darker shades than Exhibition varieties and many red, bronze and brilliant dark yellows are included. For variety we suggest that these and Harrold's Pedigreed Giant Art-Shades both be used.

**SEED PRICES:** Trade Packet, about 1,000 seeds, \$1.00; 1/8 oz. \$2.50; 1/4 oz. \$4.75; 1/2 oz. \$9.25; 1 oz. \$18.00; 2 ozs. \$32.00; 4 ozs. \$45.00; per pound \$180.00.

## Harrold's IMPROVED SWISS - -

When a good "Fancy" type of Pansy mixture is desired and price is a consideration this is a most satisfactory sort to use. It is of course not as highly developed as our Harrold's Pedigreed American Giants or Harrold's Pedigreed Swiss Giants but is in a way the ancestor of both. It was developed early in the popularity of the "Swiss" type of Pansies and improved to the American gardening conditions and preference. Flower size is large, often as large as 4 inches and the color blend is exclusive with many rich shades.

**SEED PRICES:** Trade Packet, about 1,000 seeds, \$1.00;  $\frac{1}{8}$  oz. \$2.00;  $\frac{1}{4}$  oz. \$3.25;  $\frac{1}{2}$  oz. \$6.25; 1 oz. \$12.00; 2 ozs. \$20.00; 4 ozs. \$32.00; per pound \$120.00.

## Harrold's ALL-AMERICAN BEDDING MIXTURE - -

This is a popular priced blended mixture - 80% from Harrold's Pedigreed originations and 20% from the best of many standard varieties that we grow or handle. This is a very useful general purpose mixture and is outstanding in value. Highly recommended for general bedding with giant flowers of most varied coloring. Plants healthy and hardy.

**SEED PRICES:** Trade Packet, about 1,000 seeds, \$1.00;  $\frac{1}{8}$  oz. \$2.00;  $\frac{1}{4}$  oz. \$3.25;  $\frac{1}{2}$  oz. \$6.25; 1 oz. \$12.00; 2 ozs. \$20.00; 4 ozs. \$32.00; per pound \$120.00.

## Harrold's Pedigreed POT PANSIES

As far as we know this is an exclusive type with the Harrold's Pedigreed Line and was introduced by us back in the '30-s. It has had fair popularity, as good as any special purpose type ever has, because of its special application.

The photo shows a young plant in a 4 inch clay pot giving some idea of its compact habit and large flower size. It is very usable in window boxes, urns or large pots but its season of prime display is relatively short though enjoyable. In type and color range it is a blend to formula and contains all types and colors.

**SEED PRICES:** Trade Packet, about 500 seeds, \$2.00;  $\frac{1}{16}$  oz. \$5.00.





Harrold's Pedigreed

CUT-FLOWER PANSIES

These have been another type that we pioneered having introduced the first commercial strain in 1930 and we believe that these were a "first" for us. There are two distinctly different types offered here, each has a specific use.

TALL GREENHOUSE TYPE

HARDY OUTDOOR TYPE

These are the tall growing strain - plants often reach 4½ feet under glass and reports of 4 foot plants have been made on open garden culture. For Cut-flowers this affords flowers with extremely long stems (10 to 16 inches) and the flowers are quite large though not as large as the best bedding sorts. Color range is the best of any of the tall strains that we have tested and with proper culture they afford an interesting subject. The plants of this variety is not equally hardy with other Pansies as freezing of more than 10 degrees will damage them and 20 degrees of frost will prove fatal. Recommended for outdoor culture only in mild climates or for spring planting; of most interest to the greenhouse operator.

This was our Original introduction. Growth is rather low but under glass the flowers are large and on stems 8 to 12 inches long. Color range is as varied as a good bedding variety and the plant is just as hardy and may be outdoor grown in the same manner. Flower stems will be somewhat shorter when grown out of doors than they will be when greenhouse grown - and these are suitable for the greenhouse. We have many customers who grow them in the greenhouse during the winter and also have cold-frame plants coming along for early spring cut flowers. They do make attractive bouquets that stand up several days after cutting.

SEED PRICES: Packet about 500 seeds, \$2.00;  
1/8 oz. \$5.00; 1/4 oz. \$9.00; 1/2 oz. \$17.50.

SEED PRICES: Packet about 500 seeds, \$1.50;  
1/8 oz. \$3.50; 1/4 oz. \$6.50; 1/2 oz. \$12.00.

Harrold's

FORMAL COLOR PANSIES

These formal colors are all useful for borders or bedding where it is desired to carry out a color scheme or design. This group is all American Grown seeds of the largest flowering stock in these colors available. It should be remembered that NO separate color Pansy variety will come 100% true to color from seed (usually 80% or better) and that for a true color planting it will be necessary to over-plant and select the plants when in first bloom to set your separate color bed.

VARIETY	Color Description	Price Per Tr. Pkt.	1/8 oz.	1/4 oz.	1/2 oz.	1 oz.
HARROLD'S AZURE GIANTS: The finest intensely blue Pansy.	.....	\$1.00	\$2.25	\$4.00	\$ 7.75	\$15.00
HARROLD'S GOLDEN GIANTS: The finest deep golden yellow with large dark brown or black blotch.	.....	1.00	2.25	4.00	7.75	15.00
HARROLD'S RUBY GIANTS: Shades of deep garnet red in the finest range. Striking wherever shown.	.....	1.00	2.25	4.00	7.75	15.00
CORONATION GOLD: A fine golden yellow self with apricot-orange tinge in center. Lightly penciled center on some bloom.	.....	1.00	2.00	3.50	6.50	12.50
DELFT BLUE: Soft porcelain blue. A delightfully delicate shade.	..	1.00	2.00	3.75	7.00	14.00
PAY DIRT: A large golden yellow with slight center blotch or in some flowers only penciling.	.....	1.00	3.00	6.00	11.00	20.00

SWISS GIANT TYPE SEPARATE COLORS - American Strain.

ALPENGLOW: Select dark red shades. Harrold's Ruby Giants are better in size and color range.	.....	1.00	2.00	3.25	6.25	12.00
BLACK KING: The largest flowering nearly black Pansy in present cultivation. Prized by many gardeners as a novelty.	.....	1.00	3.00	6.00	11.00	20.00
BLUMLISALP: Soft pink and magenta-rose shades. Velvety blotch.	.....	1.00	2.50	4.25	9.25	18.00
FIREBEACON: Wall-flower red-orange with velvety blotch.	.....	1.00	2.00	3.25	6.25	12.00
BERNA: Giant violet-blue with bluish-black center.	.....	1.00	2.00	3.25	6.25	12.00
LAKE OF THUN: Sometimes listed as Thuner Sea or Ulswater Blue. A very lovely shade of bright blue. Harrold's Azure Giants are better.	.....	1.00	2.00	3.25	6.25	12.00
ORANGE GIANT: Rich light orange shading apricot. Attractive.	....	1.00	3.00	6.00	11.00	20.00
PURE WHITE: The finest pure white Pansy. Fragrant and lightly ruffled. Striking with Harrold's Azure Giants.	.....	1.00	2.00	3.25	6.25	12.00
RASPBERRY ROSE: Soft raspberry pink with velvety wine colored center blotch.	.....	1.00	2.50	4.25	9.25	18.00
RHEINGOLD: Deep yellow with dark blotch. Harrold's Golden Giants are better in this color.	.....	1.00	2.00	3.25	6.25	12.00

TRADE PACKETS contain about 1,000 seeds.

## OTHER GIANT PANSIES - *Mixed Colors*

This group includes those varieties that have had more or less popularity among American gardeners and they are offered by us to round out America's Most Complete Line of Pansies. No matter what your preference in Pansies may be you can find exactly what you want here, in this single source.

### AMERICAN VARIETIES Domestic Seed.

VARIETY	COLOR	Price Per Tr. Pkt.	1/2 oz.	1/2 oz.	1/2 oz.	1 oz.	2 ozs.	4 ozs.
PANSY AMERICA:	Sometimes also listed as Early America. Good size and color.	\$ .90	\$1.50	\$2.75	\$5.25	\$10.00	\$17.50	\$30.00
GENEVA GIANTS:	Select strain of Super-Swiss.	1.00	1.80	3.50	6.25	12.00	22.00	35.00
JUMBO MIXED:	(Steele) Harrold grown, first generation from originators stock seeds. Very large and good color range. Substance fair.	1.00	1.75	3.25	6.25	12.00	22.00	38.00
MAPLE LEAF GIANTS:	Sometimes called Canadian Giants. Robust, compact plants bearing huge flowers. The color range is dark and somewhat limited.	.90	1.50	2.75	5.25	10.00	17.50	30.00
ORCHID PASTEL MIXTURE:	Variously offered as Hybrid or Butterfly although not a true hybrid technically. Light and pastel shades with mostly light centers having small blotch or penciling.	1.00	2.75	5.00	9.50	18.00	34.00	50.00
MASTERPIECE:	This is a strain type originated in Europe and is the most frilled and ruffled of any Pansy. Colors mostly in deep shades.	.90	1.50	2.75	5.25	10.00	17.50	.....
OREGON GIANTS:	A blend of types. Flowers of round form with good color and size.	1.00	2.00	3.75	6.25	12.00	22.00	38.00
SUPER-MAPLE LEAF:	An improved, re-selection of the original Maple Leaf. Better color range.	1.00	1.75	3.25	6.00	11.00	20.00	32.50
SCOTTISH EXHIBITION:	A nice blotched and spotted blend in a little different color range.	1.00	1.75	3.25	6.00	11.00	20.00	32.50
SUPER-SWISS MIXED:	Big blotched Swiss type selected to mostly 5 petal blotch. Good range.	1.00	1.75	3.25	6.00	11.00	20.00	30.00
SWISS GIANT MIXED:	A good Swiss type with 3 and 5 blotch marking. Good color range.	.90	1.50	2.75	5.25	10.00	17.50	28.00
DWARF SWISS MIXED:	Dwarf plant habit but giant flowered super-Swiss type. Good coloring.	1.00	1.75	3.25	6.00	11.00	20.00	30.00

### EUROPEAN VARIETIES Imported Seeds.

BUGNOT'S SUPERB BLOTCHED:	Dark shades with very heavy centers.	.60	1.00	1.75	3.00	6.00	10.00	17.50
CASSIER'S 3 AND 5 BLOTCHED:	Many mauve and steel blue shades as well as bronzes.	.60	1.00	1.75	3.00	6.00	10.00	17.50
ENGLEMAN'S GIANTS:	An English strain of light and dark shades.	.90	1.75	3.25	6.25	12.00	22.00	35.00
ENGLEMAN'S SPECIAL:	From same stock but more fancy coloring.	1.00	2.00	3.75	7.00	13.00	25.00	38.00
ODIER'S GIANT BLOTCHED:	Many red and bronze shades.	.60	1.00	1.75	3.00	6.00	10.00	17.50
ORCHID FLOWERED MIXTURE:	Many delicate pastel shades. Flowers are not large but the coloring is interesting.	1.00	2.00	3.25	6.00	11.00	.....	.....
SWISS GIANTS IMPROVED:	A good standard strain.	.60	1.00	1.75	3.00	6.00	11.00	20.00

TRADE PACKETS contain about 1,000 seeds.

## IMPORTED SEED SEPARATE COLORS

These are interesting and useful but not as large flowered as the American Strain seeds listed just above. For the fancier interested in types they will prove quite interesting and much of this seed is used by Park Departments and Estates for mass color effect at low cost. The Hiemalis or Ice Pansy is desirable where extreme hardiness and early flowering is prime requirements although they are rather small flowered being about half way between a Pansy and Viola in size.

### TRIMARDEAU GIANT BEDDING - French Type.

VARIETY	Color Description	Price Per Tr. Pkt.	1/2 oz.	1/2 oz.	1/2 oz.	1 oz.
ADONIS:	Light blue with white eye.	\$.80	\$1.00	\$1.75	\$3.00	\$6.00
AUREA PURA:	Pure golden yellow.	.60	1.00	1.75	3.00	6.00
CANDIDISSIMA:	A fine snow white.	.60	1.00	1.75	3.00	6.00
CARDINAL RED:	One of the nearest bright red Pansies.	.60	1.00	1.75	3.00	6.00
KING OF THE BLACKS:	Blackish purple. Not as large as Black King.	.60	1.10	2.00	3.50	6.50
LORD BEACONSFIELD:	Lower petals violet-blue with white top.	.60	1.00	1.75	3.00	6.00
LIGHT BLUE:	Soft French blue of attractive hue.	.60	1.10	2.00	3.50	6.50
PRINCE HENRY:	Rich dark blue of striking shade.	.60	1.00	1.75	3.00	6.00

### GIANT BEDDING - Holland Type.

CRANGE KING:	Bright orange shading apricot. Orange Giant better.	.75	1.40	2.50	4.50	8.00
PURPLE GIANT:	A deep royal purple of velvety texture.	.75	1.40	2.50	4.50	8.00
ST. KNUD:	Deep orange yellow.	.75	1.40	2.50	4.50	8.00



## IMPORTED SEPARATE COLOR PANSIES CONTINUED

## HIEMALIS BEDDING GIANTS. (Ice Pansies)

VARIETY	Color Description	Price Per	Tr. Pkt.	$\frac{1}{4}$ oz.	$\frac{1}{2}$ oz.	$\frac{3}{4}$ oz.	1 oz.
BLUE BOY: Silvery lilac. A popular color. ....		\$.75	\$1.25	\$2.00	\$3.50	\$7.00	
CELESTIAL QUEEN: Brilliant sky blue. ....		.75	1.25	2.00	3.50	7.00	
CLARET: Fine deep wine shades of much interest. ....		.75	1.25	2.00	3.50	7.00	
MARCH BEAUTY: Dark velvety purple. ....		.75	1.25	2.00	3.50	7.00	
NORTH POLE: Glistening pure white. ....		.75	1.25	2.00	3.50	7.00	
ORION: Pure golden yellow. ....		.75	1.25	2.00	3.50	7.00	
HIEMALIS MIXTURE: All colors in blend. ....		.75	1.25	2.00	3.50	7.00	

All Trade Packets about 1,000 seeds.

## Harrold's VIOLA SEEDS - -

There is a special nitch in every garden for nice Violas as companion plants to your Pansies, Primroses or other spring blooming plants. Like Pansies they may be had in bloom over a long season. The following are all of the finest available. Culture is the same as for Pansies.

VARIETY	Color	Price Per	Tr. Pkt.	$\frac{1}{4}$ oz.	$\frac{1}{2}$ oz.	$\frac{3}{4}$ oz.	1 oz.
JERSEY GEM: Outstanding violet-blue. Compact. ....		\$1.00	\$2.50	\$4.75	\$9.00	\$16.00	
LAVENDER GEM: Similar to Jersey but lavender-blue. ....		1.00	2.50	4.75	9.00	16.00	
YELLOW GEM: The largest flowered golden yellow. ....		1.00	2.50	4.75	9.00	16.00	
WHITE GEM: A large flowered pure white. ....		1.00	2.50	4.75	9.00	16.00	
GEM VARIETIES MIXED: A mixture of the above 4 and others. ....		1.00	2.50	4.50	8.50	15.00	
ADMIRATION: A very attractive, large flowered dark blue. ....		.75	1.40	2.50	4.50	8.50	
ARKWRIGHT RUBY: Ruby red. Unlike many violas these have a large blotched center like miniature Pansies. ....		1.00	1.50	2.75	5.00	9.50	
BLUE PERFECTION: Very popular royal-blue. A good one. ....		.75	1.40	2.50	4.50	8.50	
CHANTREYLAND: The finest pure apricot. Grand in mass or with Blue Perfection or Jersey Gem. ....		.90	1.50	2.75	5.25	10.00	
GUSTAV WERMIG: Long stemmed violet-blue. Good cut flower. ....		1.00	1.50	2.75	5.00	9.50	
ILONA: Rose shades with lavender tinge. ....		1.00	1.50	2.75	5.00	9.50	
IMPROVED SCOTCH BEDDING MIXTURE: Large flowered mixture. ....		.90	1.50	2.75	5.25	10.00	
KING HENRY: Rich violet-blue with small yellow eye. ....		1.00	1.75	3.25	6.25	11.00	
LUTEA SPLENDESCENCE: A standard golden yellow self. ....		.75	1.40	2.50	4.50	8.50	
PAPILIO LIGHT BLUE: Light blue with white center. Penciled. ....		.90	1.50	2.75	5.25	9.50	
PAPILIO DEEP VIOLET: Velvety true violet shade. ....		.75	1.40	2.75	5.25	9.50	
WHITE PERFECTION: Large flowered pure white. Free flowering. ..		.75	1.40	2.75	5.25	9.00	

Trade Packets about 1,000 seeds.

## Harrold's HARDY PRIMROSES - -

**BLUE SHADES:** For the first time in several years we are able to offer a limited supply of both seeds and plants of blue polyanthus that has proven to be reasonably true to color. The shades range from bright azure blue to violet blue in about 75% of the plants. Flowers are large and plant habit good.

**SEEDS:** \$1.50 per packet, of about 200 seeds; 3 packets for \$4.00.

**FIRST YEAR PLANTS:** 25 for \$4.00; 50 for \$7.00; 100 for \$12.00 postpaid.

**HARROLD'S PEDIGREED GIANTS:** (Polyanthus-Veris Hybrids) An ideal spring companion to your Pansy beds. These are the largest flowered and a strain of the most varied colors to be obtained today. Available in mixed colors only the blend is most brilliant, containing reds, bronze, yellow, purple, white, pink, flame and many pastel multi-colors. Growth is robust, disease resistant and flower heads are massive. Seeds planted now will give nice plants for bloom next spring.

**PLANTS:** Year old and of good transplanting size, 50 for \$6.00; 100 for \$11.00; 250 for \$25.00 postpaid.

**SEEDS:** Tested germination. Packet about 300 seeds, \$1.00; 3 packets for \$2.50;  $\frac{1}{16}$  oz. \$4.00;  $\frac{1}{8}$  oz. \$7.50;  $\frac{1}{4}$  oz. \$14.00.

**AURICULA:** The popular Alpine Primrose for the shaded rockery. Flowers large in med. clusters. Coloring most varied and exclusive to this group. Each floret has a center blotch with a contrasting edge.

**CASHMERIANA:** A unique primrose not often seen. Dense heads of small florets in lilac shades. Plants about 10 inches high and free flowering.

**SEEDS:** Same price as Harrold's Pedigreed Giants and may be assorted with them on 3 pkt.



# ADVERTISING and SALES HELPS FOR YOU

It is much easier to sell a well known, nationally advertised line of merchandise than one that is not known. This definitely holds true with horticultural products for varieties and novelties originated by nationally known specialists are more readily recognized by the gardening public when you offer them. They know their value both by experience and recognition of the name, a sales factor that with Harrold's Pedigreed Specialties you can take full advantage of.

## NATIONAL ADVERTISING FOR 25 YEARS

The specialties composing the Harrold's Pedigreed Strain group have had extensive advertising on a NATIONAL and international scale for more than 25 years. This program has included both retail and trade media; Trade Journals, National Magazines, Metropolitan Newspapers, Radio and a most extensive Direct Mail program. This sort of acquaintance on the part of your prospective customers coupled with the highest quality standards is a plus value to you in selecting material to grow. It's money in the bank.

## DIRECT MAIL ADVERTISING

Our work in this field has been most extensive since 1930 - probably on a greater scale than that of any other specialist in this field. Having our own modern printing department we have had almost unlimited facilities to acquaint both the professional tradesman and the most interested of the home gardeners with our specialties. With professional tradesmen we have maintained contact from 3 to as many as 8 times a year and with nearly 10,000 of you.

In the retail gardening fraternity, one of your most fertile fields of publicity, we have constantly maintained a program using from 100,000 to 200,000 mailing pieces annually. We are constantly in touch with nearly 50,000 amateur gardeners. We doubt that any other Pansy specialist has ever approached such coverage in this field.

## TRADE JOURNAL ADVERTISING

In this field, although not used as spectacular as retail national journals and direct mail our name has been kept constantly before the professional trade through constant use. One weekly trade journal has not appeared for a single issue in the past 25 years without our name appearing

in its pages. At times display ads of large size are used. If your customers are other tradesmen this large acquaintance is of value to you.

## NATIONAL CONSUMER ADVERTISING

During the past several years literally millions of copies of Harrold's ads have appeared in such well known journals as Flower Grower, Popular Gardening, Horticulture, Organic Gardening and others. During the past 5 years the average monthly coverage of such media has not fallen often below a half million copies a month and this program is a year round (12 month) program with us; not just for a month or two in spring or summer. This program has and will continue to condition thousands of potential customers in this field who are good prospects for you to supply Harrold's Pedigreed Originations to.

## OUR SALES POLICY

For Pansies and Violas it has been our intention and policy to build and maintain the most varied and highest quality line of these in America. A comparison of our listings herein will, we believe, fully establish this fact.

Along with this policy of having the finest and most extensive line of this stock we have done more than any other specialist to build and maintain a pricing structure that was profitable at all levels for our professional grower customers. We believe in and have maintained a complete separation of retail and wholesale price structures. Wholesale prices are not made available to anyone willing to buy but only to those who grow for a livelihood. We do, however, offer much help to this professional group in establishing a good and profitable demand for the production from our originations.

Our professional prices are competitive with any stock of similar quality and the fact that these prices are protected for you from retail purchasers is further assurance that you will have the professional protection to which you are entitled.

Through the establishment and advertising of a profitable retail price structure we have built a readymade pricing policy which can be followed by you with profit. No other line of Pansies afford you a nationally advertised price structure at the retail level. The fact that this structure is established by years of publicity has gone a long way in the minds of the gardening public to develop the reputation that Harrold's Pedigreed Pansies enjoy.

# FREE *Air-Mail* SERVICE

We were among the very first firms in the U. S., supplying the professional trade, that offered return shipment of seed orders by Air without added cost to the customer. This policy was started in 1933.

## CONTINUING THE SAME POLICY WE AGAIN STATE IT HERE.

**ALL ORDERS FROM PROFESSIONAL CUSTOMERS IN THE U. S. A. ARRIVING BY AIR WILL BE RETURNED BY AIR AT NO ADDITIONAL CHARGE:**

Providing (1) that order is received by air post. (2) that it is accompanied by full remittance at the catalogue list price. (3) that this covers only seeds and only those varieties listing at \$3.00 or more per ounce.

Normally Air orders for seed will go out same day received except on week-ends and during rush seasons. When shipping department is operating more than 24 hours behind schedule all orders will be shipped rotational so to be sure of delivery early, reasonable care in placing orders should be observed. Deliveries the day before yesterday are humanly impossible.



# Harrold Graphic Arts Division

## WE ARE NOW READY

To carry out our promise made in our Pansy Annual issued to the trade last summer. That is to help you both in an advisory capacity as well as production of advertising and printing that will profitably promote the wider sale of the Harrold's Pedigreed Horticultural Specialties as well as a limited amount of general business printing.

In this particular field we have broad experience both as an advertiser as well as printers as we have operated our own printing department since 1930. An unusual feature of our experience and facilities is that they have been expressly built and adapted to horticultural work and our staff has been trained in that field.

## OUR FACILITIES

We are prepared both by equipment and experience to produce catalogues, folders, leaflets, letterheads, statement forms, tags and labels, envelopes, business cards, post cards, checks, bookkeeping forms, photographs, commercial art work and drawings and about any other type of form which is of value to the horticultural businessman. We will be glad to quote prices and submit samples of our work without obligation.

## LETTER PRESS

This is the common form of general job printing. For this process we have available both platen and cylinder presses of high production being of automatic feeding type.

## PHOTO-OFFSET LITHOGRAPHY

This highly developed process affords much versatility because of the fact that by it it is possible to reproduce anything that can be photographed. Photographs may be printed without the costly engravings necessary by usual printing methods. Type, type-writing, drawing and even handwriting can be readily reproduced by this process. This catalogue is printed by this method. We call your attention especially to the illustrations used herein as it is only by this process that it would be possible to reproduce the fine screen halftones used on the economical, soft surfaced paper that has been used.

At the present time we are limited in this process to maximum sheet size of 10x14 inches. We have on order, however, a larger press which will enable us to handle any reasonable size of job.

## AUXILIARY FACILITIES

We have available our own type casting machine for type setting. A good selection of type for handsetting is available. Bindery facilities for usual catalogue binding of booklets are available. Machine folding up to 5 folds in one operation can be done so that on sales folders, leaflets and form letters we deliver work completed ready for use.

Our Photo laboratory is fully equipped to handle all the operations used in the Photo lithography, printing plates, photo prints and photo scaling that may be desirable in the production of nearly any type of work.

## LAYOUT AND DESIGN

Our art-shop is well equipped to supply you with attractive and unusual designs. We have been especially successful with stationery designs and the production of improved business forms as well as advertising materials. Color photography and printing is being done in a modest way. All the natural color folders sent out by us during the past five years were produced in our own plant.

## THIS WILL INTEREST YOU

Primarily this department has been developed to meet our own requirements. However, to meet these at peak seasons we have developed a capacity which is far greater than we need at other times. We are doing some local commercial printing and will undertake, in so far as possible, work for our trade customers.

This work will be offered at competitive rates based on the standard printing trade flat-rate prices for the quality of work desired. Except for standardized forms produced by cut-rate printers our prices will be fully competitive and in many cases more economical. As is the case with all Harrold products, quality is always the highest.

## HOW YOU CAN SAVE MONEY

We propose to offer you a substantial discount on the production of advertising material promoting the sale of Harrold's Pedigreed Originations. Catalogues, folders, envelope enclosures or any other directly offering material used to promote the sale of these Harrold Specialties will be produced for you. Full use of our photos, layout and printing facilities will afford much better work than can be had from your local printer and discounts will range from 10% to 20% on standard flat rate prices depending on the size of purchases of our products that you make annually.

We will not offer stock forms for this purpose for we do not believe that such forms will do a good job for you. There is nothing that will replace good design and printing that is produced for the individual condition and no stock form can give you the results or the facility to offer other items in your line that is obtainable from a mailing piece designed to your particular need.

LET US KNOW WHAT YOU NEED and how we can be of help. There'll be no obligation in getting our proposal.



## *Pacific Giant Hybrid* **DELPHINIUM**

**BLACK KNIGHT:** Really dark shades of velvety texture.

**BLUE BIRD:** A fine medium blue with white bee.

**BLUE JAY:** A very intense, brilliant blue with dark bee.

**CAMELIARD:** An exquisite pure lavender. Very striking.

**GALAHAD:** The finest pure white ever produced. Heavy in double flowering plants and comes quite true for a white.

**GUINEVERE:** A new pinkish-lavender with white bee.

**KING ARTHUR:** Royal violet-blue with white bee.

**LANCELOT:** Pure lilac with white bee.

**ROUND TABLE:** An exquisitely blended mixture of all the select, named colors.

**SIR PERCIVAL:** The newest white with black bee.

**SUMMER SKIES:** Light blue with attractive white bee.

**SEED PRICES:** Note that these are offered in 1/10th ounce units rather than geometric fractions. You'll find our prices more economical and you can buy any number of the 1/10th ounce units at the same as the full ounce rate. Minimum of each variety sold 1/10th ounce at \$1.20; 2/10ths, \$2.40; 1 ounce \$12.00; 2 ounces \$24.00. May be assorted in 1/10th ounce units.

Without doubt this strain of Giant Hybrid Delphiniums are the finest available today for the American garden. They are sufficiently hardy to permit culture in practically every part of the United States and they come remarkably true from seed for a stock of hybrid background. The plants are more resistant to disease than any other large flowered strain. Not quite as tall as some of the English varieties (a definite advantage in windy situations) the stems are tough and willowy, withstanding culture in exposed situations much better. The flowers are huge and the percentage of doubles is very high when grown from our seeds.



*Harrold's Novelty*

## **CACTI** **and SUCCULENTS**

Interesting, easily cultured plants that are ideal for miniature gardening in the house. We offer only highly colored dwarf sorts that will be most interesting.

### **Planted in Fernwood Blocks**

Already planted in Fernwood blocks these are simple and easy to culture. Given a sunny window they thrive in ordinary home atmosphere and need watering but about once a month. The Fernwood block is set in a shallow pan of water until saturated when watering them and that's the extent of their attention. A usual 50¢ to 75¢ seller.

**MASTER COLLECTION:** As pictured above, 24 planted individually, the complete collection for \$6.50 postpaid.

### **Economy Collections**

These are not planted but are well started plants ideal for building your own miniature garden. The selections are most varied and in all cases we will endeavor, as nearly as possible, to send them all different when order is for 25. Selections will vary at different seasons.

**PRICED AT:** 25 for \$3.75; 100 for \$14.00 post-paid.





*Harrold's*

## FUCHSIA SEED

The growing of Fuchsias from seed is an enjoyable experience. Not especially difficult you are always sure to develop some new colors and types not available in named plants. Culture is relatively easy with the cultural bulletin that we supply with each order for seeds.

**SUPERLATIVE MIXTURE:** The ultimate in quality being from all hand pollinated crosses on parent plants of named varieties rated "A" or "B" class by the American Fuchsia Society. Will bloom usually in 8 months to a year from planting. Seeds germinate slowly and irregular so plant early. **PRICE:** Per packet of about 150 seeds \$2.00; 1,000 seeds \$11.00.

**DOUBLE AND SINGLE MIXED:** From a most choice collection of named parent plants in a full range of colors and types. **PRICE:** Per packet, about 150 seeds \$1.50; 1,000 seeds \$6.00.

*Harrold's*

## GLOXINIAS

These plants are of much interest to the house plant enthusiast and they do nicely in beds, boxes or urns under about the same treatment and situation as Tuberous Begonias. The culture is so similar to Begonias that no difficulty should be experienced by those who have mastered that plant. A famous garden authority has said, "to my mind Gloxinias are one of the outstanding house pot plants. They are striking and of almost perfect habit. By comparison many plants commonly grown in the house seem hardly worthwhile."

## GLOXINIA SEEDS -

Actually about the only time of the year when these seeds are not in ideal planting season is between May and July and even then they may be planted with much success. July and on through the fall months is an ideal time for planting to have blooming plants during late winter and spring. The culture is not especially difficult but will require some care as with all really fine seeded plants. We supply a culture leaflet with all orders.

**HYBRIDS GRANDIFLORA MIXTURE:** A very fine blend of colors in the long tubed, giant flowering types. An excellent selection for the small grower.

**DEFIANCE:** A brilliant scarlet shade.

**EMPEROR FREDERICK:** Scarlet, bordered white.

**EMPEROR WILLIAM:** Dk. violet, bordered white.

**MONT BLANC:** Glistening pure white.

**RIO des ROUGES:** Brilliant blood scarlet, beautifully frilled.

**VIOLACEA:** Soft violet self.

**WATERLOO:** Attractive dark purple.

**SEED PRICES:** Any selection of these. Per packet of about 300 seeds, \$1.00; 4 packets for \$3.50.

**GIERTH'S HYBRID RED:** Very rich colored, huge flowers. Flexible leaves.

**GIERTH'S HYBRID BLUE:** Blue shades otherwise same as the red.

**GIERTH'S HYBRID WHITE:** Very fine large white.

**HARROLD'S SHADES OF ROSE:** A new super-giant type in shades of rich rose. Flexible leaves.

**PRINCE ALBERT:** Giant violet with white edge.

**SPOTTED HYBRIDS:** A new selection of the most unusual, large flowered types with spotted markings. Mostly in light shades.

**HARROLD'S GIANT FLORISTS RED:** Huge blood red flowers and plants with flexible leaves. A good shipper.

**SWISS RED AND WHITE:** A new Giant flowering strain with flexible leaves. Very attractive color and markings.

**FLORISTS GIANT MIXTURE:** A select blend of types and colors well suited to commercial culture.

**SEED PRICES:** Any selection of these. Per packet of about 300 seeds, \$1.50; 3 packets for \$3.50.





DOUBLE CAMELLIA FLOWERED

*Harrold's*  
**AMERICAN STRAIN**  
**TUBEROUS**  
**BEGONIA**  
**SEEDS**

**HARROLD'S PEDIGREED STRAIN TUBEROUS BEGONIAS** are a major specialty with us and our full line of these is the most extensive to be obtained from any American source of American bred and grown stock. In seeds we only offer four selections as listed below. We supply a complete cultural booklet of 17 pages with each seed shipment (booklet available separately at 50¢ per copy) so that it is not difficult to obtain good results with care. Planting season may start in November and continue through April for bloom the first season. Early planting can produce blooming plants by May and February plantings will make good bedding stock.

**CAMELLIA FLOWERED DOUBLE:** A fine mixture of colors in this most popular type. This should be one of your main selections. Trade Packet about 500 seeds \$2.50; 3 for \$6.00; 10 for \$18.00.

**CARNATION FLOWERED DOUBLE:** A very fine mixture of colors. Trade Packet about 500 seeds \$2.50; 3 for \$6.00; 10 for \$18.00.

**CRISPA or SINGLE FRILLED:** This mixture of the finest colors is most attractive. The flowers have heavily ruffled edges and are huge in size. Trade Packet about 500 seeds \$2.50; 3 for \$6.00.

**HARROLD'S FANCIERS MIXTURE:** This has been our most popular item in this group and is probably the best selection for the grower of limited quantities. It is seeds gathered from hand pollinated crosses made on our entire, extensive collection. Many varieties are not generally available while others sell for as much as \$1.50 per tuber. Novelty types are in many cases used as parent plants and we do not release any of the seeds from them separately. In all more than 100 types and colors go into this mixture. Trade Packet, about 500 seeds \$2.50; 3 for \$5.00; 10 for \$15.00; 25 for \$30.00.

**NOTE:** We don't have Tuberous Begonia seeds other than the items listed here for sale. All other types, novelties and separate colors are available in tubers only.

*Florists Pedigreed Strain*

**FLOWER SEEDS - -**

On the following pages you will find a listing of a great variety of Flower Seeds that are of interest to most florist growers. The bedding plant grower will, of course find more of them useful than the cut-flower producer.

This list has been developed over the past 25 years in co-operation with a group of seed breeding and growing specialists who have been just as specialized in their line as we have with the group of items which we have developed. With years of testing and growing from these seeds we are quite confident that they offer the best stock available in their variety and type. They are a group of fitting companions to the Harrold's Pedigreed Strain Originations.

The fact that so carefully selected stocks in such a wide range is to be obtained from a single source adds much convenience to your seed purchasing. We therefore solicit your patronage on the basis of convenience, quality and value.





## OUTSTANDING VARIETIES OF ASTER SEEDS

THIS GROUP OF ASTER SEEDS WILL BE FOUND ADAPTABLE BOTH FOR BEDDING PLANT PRODUCTION AND THE GROWING OF THE FINEST QUALITY CUT FLOWERS. BODGER STOCK IS A STANDBY HERE.

### PRINCESS - Wilt Resistant

An ideal florist type. 3" to 3½", long stems, Crested center remaining full when flowers are open, surrounded by a multiple row of guard petals. Excellent shipper and fine for the home garden because of high resistance. Plants 2' to 2½', branching habit blooming late August.

#### NEW COLORS

**GOLDSLOCKS:** Earlier, deeper yellow than Golden sheaf.

**NANCY:** Glowing salmon pink, gold center.

**VIRGINIA:** Bright mid-blue.

These three: ⅛ oz. 60¢; ¼ oz. \$1.00; 1 oz. \$4.00.

**ANNE:** Peach blossom.

**BARBARA:** Orchid.

**BONNIE:** Soft salmon pink.

**ELIZABETH:** Pure white.

**LINDA:** Clear light rose.

**MARGARET:** Florist rose.

**MARSHA:** Cinnabar scarlet.

**PAT:** Bright crimson.

**SUSAN:** True deep blue.

**PRINCESS MIXED:** All shades.

SEEDS: ⅛ oz. 50¢; ¼ oz. \$ .75; 1 oz. \$3.00.

### SUPER GIANT - Wilt Resistant

The long desired wilt resistant strain of true giant ostrich-feather type. Long, heavy, non-lateral stems. Plants 3' high blooming late summer till frost. The best Giant Aster.

**BEVERLY HILLS:** Azure blue.

**EL MONTE:** Crimson.

**HOLLYWOOD:** Purest white.

**LOS ANGELES:** Beautiful shell pink.

**PASADENA:** Peach blossom.

**SANTA BARBARA:** Dark purple.

**SUPER GIANT MIXED:** All colors.

SEEDS: ⅛ oz. 60¢; ¼ oz. \$ .75; 1 oz. \$3.00.

### IMPROVED GIANTS OF CALIFORNIA

Very large flowered plume type. Long, non-lateral stems, plant about 3' high. Not resistant but widely used as a shipper because it opens well when cut in the bud.

**APPLE BLOSSOM:** Light pink.

**AZURE BLUE:** A soft blue.

**CRIMSON:** As named. Brilliant.

**DARK PURPLE:** A fine color.

**DEEP ROSE:** Very attractive.

**DARK BLUE:** A popular shade.

**LOVELINESS:** Rich pink flushed salmon.

**PEACH BLOSSOM:** Opens white, flushes lavender-pink.

**WHITE:** Glistening pure white.

**CALIF. GIANT MIXED:** All shades.

SEEDS: ⅛ oz. 50¢; ¼ oz. \$ .75; 1 oz. \$3.00.

### EARLY GIANT - Wilt Resistant

Similar flowers to Calif. Giants but a shorter (1½') plant with strong stems.

**AZURE BLUE:** New

**CRIMSON:** A nice new shade.

**LIGHT BLUE:** A popular shade.

**PEACH BLOSSOM:** Opens white turning pink.

**ROSE MARIE:** Rich deep rose.

**WHITE:** Always popular cut.

**EARLY GIANT BLEND:** All shades.

SEEDS: ⅛ oz. 50¢; ¼ oz. \$ .75; 1 oz. \$3.00.

### HEART OF FRANCE - Wilt Resistant

Branching 1½' to 2'. Dark red flower in late August.

SEEDS: ⅛ oz. 50¢; ¼ oz. \$ .75; 1 oz. \$3.00.

## ASTER SEEDS CONTINUED

### BOUQUET TYPE - Wilt Resistant

An ideal cutter and shipper. Plant habit allows entire plant to be cut as one bunch. Flowers are quilled on nice stems.

**COPPER ROSE:** As named.

**CRIMSON:** Bright crimson.

**WHITE:** Very good.

**SEEDS:** 1/8 oz. 75¢; 1/4 oz. \$1.00; 1 oz. \$4.00.

### IMPROVED CREGO - Wilt Resistant

Long a favorite with the American gardener in the plumed type flower. Large, feathery, full double flowers. Branching 2 1/2' plants. Blooms in mid-August.

**AZURE BLUE:** Fine light blue.

**BLUE FLAME:** Bright navy blue.

**CATTLEYA:** Large flowered orchid.

**CRIMSON:** A brilliant color.

**DEEP ROSE:** A fine cut-flower color.

**ENCHANTRESS:** Salmon rose. Good size.

**PEACH BLOSSOM:** Opens white flushing lavender.

**SHELL PINK:** Light clear pink.

**PURPLE:** A very rich shade.

**WHITE:** Always a good cutter.

**CREGO BLEND:** All shades.

**SEEDS:** 1/8 oz. 40¢; 1/4 oz. \$ .65; 1 oz. \$2.50.

### BALL VARIETIES - Wilt Resistant

**DEEP ROSE:** Early branching 2 1/2' to 3'. Blooms mid-August.

**BALL PURPLE:** Branching 2 1/2' to 3'. Late Aug.

**EARLY WHITE:** Branching 2' to 2 1/2'. Crested center. Late August.

**BALL LATE WHITE:** Branching, 2 1/2' to 3'. Long stems. September.

**SEEDS:** 1/8 oz. 50¢; 1/4 oz. \$ .75; 1 oz. \$2.70.

### IMPROVED QUEEN OF THE MARKET

Earliest of all Asters and best for the south. An excellent early market cutter. Plants 20'', long stems, medium sized flowers. Wilt resistant.

**AZURE BLUE:** Dark lavender blue.

**BALLET QUEEN:** NEW. Deep salmon rose.

**CRIMSON:** A valuable shade.

**PURPLE:** Rich shade.

**FLESH PINK:** Shell pink darkening with age.

**MEDIUM BLUE:** Lighter than Azure.

**ROSE:** A popular shade with depth.

**WHITE:** A good clear white.

**Q. of M. Mixture:** A good market blend.

**SEEDS:** 1/8 oz. 40¢; 1/4 oz. \$ .65; 1 oz. \$2.50.

### EARLY ROYAL - Wilt Resistant

Branching plants 2' to 2 1/2', blooming in mid-Aug. immediately following Queen of the Market.

**AZURE BLUE:** Dark lavender-blue.

**COPPER ROSE:** A very attractive shade.

**DEEP ROSE:** Taller and a grand shade.

**PEACH BLOSSOM:** Opens white.

**PURPLE:** Deep shade.

**SCARLET:** A very bright shade.

**SHELL PINK:** A very useful shade.

**WHITE:** A very good white.

**ROYAL MIXTURE:** All shades.

**SEEDS:** 1/8 oz. 40¢; 1/4 oz. \$ .65; 1 oz. \$2.50.

### EARLY BEAUTY - Wilt Resistant

Identical with American Beauty but much earlier to flower, Sept. to frost. Long flower stems and a fine cutter. Keeping quality excellent. Plant 2 1/2' to 3'.

**AZURE FAIRY:** Large azure blue.

**CRIMSON:** Similar in color to Heart of France.

**DEEP ROSE:** A valuable shade.

**PURPLE:** Deep purple.

**SEPTEMBER BEAUTY:** Delicate shell pink.

**WHITE:** A choice long stemmed sort.

**EARLY BEAUTY BLEND:** All shades.

**SEEDS:** 1/8 oz. 50¢; 1/4 oz. \$ .75; 1 oz. \$3.00.

## COLEUS SEEDS

Have you tried or considered the growing of Coleus from seed lately? It seems to be one of those things that is developing into a trend. Of course a great many of you have grown the old standby sorts from cuttings for years as we have. Occasionally a new sort comes along and gets a run for awhile. A few years ago we decided to give the culture from seeds a trial and so made some tests of various seed strains available. They come mixed in color and marking but apparently that has appeal with the gardening public. They have taken; have proven interesting and popular. We've had good comments from our customers. It might be interesting for you to try a small planting this spring and see what happens with your local demand. January planting will give nice pot stock for Memorial Day and even February planting can make nice 2" to 3" bedding plants that can be sold from pots or flats.

### LARGE LEAF TALL

A mixture of brilliantly colored, robust plants suitable for back borders or as specimens.

### SMALL LEAVED MIXTURE

Brightly colored and compact these are best adapted to low border plantings. Do nicely in pots.

### GLORY BLEND

This variety is best for pots as well as edgings. Leaves are medium large and brilliantly colored yet the plants are compact enough for good pot plants.

**SEED PRICES:** Either of the three types per trade packet \$1.00; 3 pkts. \$2.50; 1/16 oz. \$3.50; 1/8 oz. \$5.00.



## Popular Outdoor

## ANTIRRHINUM - SNAPDRAGON

Outdoor Snapdragons have been growing more popular in the home garden as the difficulties experienced years ago from rust have been substantially controlled by Rust Resistant Strains. For that reason the group listed here is to be highly recommended to both the bedding plant grower as well as the commercial grower of outdoor cut flowers. We have selected these strains of the varieties listed with much care from the cultures of outstanding growing specialists. They will give you the best stock available.

**TETRAPLOID TYPES:** Of recent introduction these are outstanding.

COLOR	Description	Price Per	Tr. Pkt.	1 1/2 oz.	1 oz.	1/2 oz.	1 oz.
BRIGHT ROSE:	(U.S.D.A. No. 10) Brilliant rose, medium tall. ....	\$ .65	\$1.00	\$1.75	\$3.00	\$10.00	
ORCHID:	Rich orchid-purple with yellow blotch. ....	1.50	3.00	5.00	9.00	30.00	
PINK SHADES:	Deep to rose pink. ....	.65	1.00	1.75	3.00	10.00	
SALMON PINK:	(U.S.D.A. No. 11) Deep. Medium tall large florets. ....	.65	1.00	1.75	3.00	10.00	
SUNSET:	Bronze to primrose. ....	.65	1.00	1.75	3.00	10.00	
WHITE ROSE:	(U.S.D.A. No. 6) Salmon pink with white tube. ....	.65	1.00	1.75	3.00	10.00	
YELLOW:	Golden yellow. Large and attractive. ....	.65	1.00	1.75	3.00	10.00	
GIANT RUFFLED MIXTURE:	Immense flowers, grand color range. ....	.50	.80	1.50	4.00		

## SNAPDRAGON NOVELTIES AND NEW INTRODUCTIONS.

COLOSSAL STRAIN:	Tremendous vigor. Stems 3' tall filled with the largest florets even under adverse culture. All colors in a fine blend. ....	.40	.65	1.00	1.75	5.00	
NARAMEK STRAIN MIXED:	Tall giant-flowered strain containing many striking bicolor combinations. ....	.40	.65	1.00	1.75	5.00	
SKYSCRAPER:	A tall, base-branching mixture of pastel shades. ....	.40	.65	1.00	1.75	5.00	

## MAXIMUM, Rust Resistant. About 2 1/2' to 3' tall.

ALASKA:	(Snowflake) A very satisfactory white. ....	.40	.60	1.15	4.00		
APPLE BLOSSOM:	Rose pink with white tube. ....	.40	.60	1.15	4.00		
CAMPFIRE:	Luminous scarlet. ....	.40	.60	1.15	4.00		
CANARY BIRD:	Light canary yellow. ....	.40	.60	1.15	4.00		
COPPER KING:	Bronzy copper. ....	.40	.60	1.15	4.00		
CRIMSON:	Very striking shade of crimson. ....	.40	.60	1.15	4.00		
LOVELINESS:	Soft rose pink. ....	.40	.60	1.15	4.00		
VELVET GIANT:	Deep velvet red. Vigorous and resembles the Tetra type. Large flowers. ....	.40	.60	1.15	4.00		
PARADISE ROSE:	Very fine rose pink. ....	.40	.60	1.15	4.00		
YELLOW GIANT:	A deep yellow. ....	.40	.60	1.15	4.00		
MAXIMUM GIANT MIXTURE:	All colors blended. ....	.30	.50	1.00	3.00		

## MAJUS GRANDIFLORUM, Rust Resistant. About 2' to 2 1/2' tall.

AUTUMN GLOW:	Old rose suffused amber, gold lip. ....	.35	.55	1.00	3.20		
BRILLIANT ROSE:	True rose pink. ....	.35	.55	1.00	3.20		
CHERRY ROSE:	Brilliant deep shade as named. ....	.35	.55	1.00	3.20		
ORANGE SHADES:	Not the usual copper bronze but a true orange. ....	.35	.55	1.00	3.20		
PARDE:	Brilliant crimson. ....	.35	.55	1.00	3.20		
ROSALIE:	A fine true rose for cutting. ....	.35	.55	1.00	3.20		
SCARLET DEFIANCE:	A popular red shade. ....	.35	.55	1.00	3.20		
SHASTA:	A fine cream white. ....	.35	.55	1.00	3.20		
YELLOW JACKET:	Deep shade of canary yellow. ....	.35	.55	1.00	3.20		
MAJUS FINE MIXED:	All shades in a fancy blend. ....	.35	.55	1.00	3.20		

## GREENHOUSE FORCING SNAPDRAGONS

## TRIAL PACKETS 35 CENTS

## TRADE PACKET \$1.00.

Afterglow:	Glorious: (Frank)	Rose Orange:
Bertha Baur:	Harrold's Red Improved:	Rose Queen: (Witterstaetter)
Bronze Christmas Cheer:	Kirkwood Beauty:	Sara Lou:
Bronze Queen: (Somerset)	Klondike Supreme:	Schumann Yellow:
Beulah: (Smith)	La France: (Windmiller)	Snow White: (Olsen)
Ceylon Court - Standard:	Lucky Strike:	St. Louis Early Pink: (Rowe)
Ceylon Court - Dark:	Marie Louise: (Raasch)	Sun Tan:
Cheviot Maid Supreme:	Naomi:	Terry Surprise:
Cheviot Maid Yellow:	New Deal:	Velvet Beauty:
Cheviot Maid White:	Peggy Schumann:	Westover Fringed White:
Daybreak:	Pink Supreme: (Rockwood)	Yellow Perfection: (Coates)
Early Yellow: (Schlegel)	Portland Pink:	Yellow Wonder: (Bezdek)
Ethel:	Roman Gold:	Florist Cut-Flower Blend:

ALL VARIETIES THE SAME PRICE

TRIAL PACKETS ABOUT 150 SEEDS

TRADE PACKETS ABOUT 1,000 SEEDS.

## Florist Strain LARKSPUR SEEDS

Larkspur have for many years been a valuable cut-flower crop with many florists and they are also a showy garden plant. We offer here the selected best of this family all in the finest American seeds and varieties. Prices quoted are in units specified of each variety. The pound rate may be applied to any item of 6 ounces or more.

**REGAL STRAIN:** Has the desirable height and has branching habits of Giant Imperial, but florets are more like Delphinium. They are vigorous and early and the stems are tough. Flower heads are of excellent form and closely spaced.

**DARK BLUE:** Deep violet-blue.

**LIGHT BLUE:** Blue Bell shade. Regal habit.

**LILAC:** Pure clear lilac.

**PINK:** Brilliant pink on salmon ground.

**ROSE:** A rich florist's shade.

**SALMON ROSE:** Very rich salmon rose shade.

**WHITE:** Pure. Superior to White King.

**REGAL MIXED:** A formula blend.

**SEED PRICES:** ¼ oz. \$ .40; 1 oz. \$1.50; Pound \$16.00.

**SUPREME:** A new, large flowered strain of excellent commercial quality. Florets closely spaced on large spikes, capable of forcing. Base branching.

**DARK BLUE:** Bright violet purple.

**LILAC:** Exceptionally clear salmon.

**PINK:** Rosy pink.

**ROSE:** Deep rose, deeper than Rosamond.

**SALMON:** A fine true salmon.

**WHITE:** Clear glistening white.

**SUPREME MIXTURE:** All shades grown separately and blended to formula.

**SEED PRICES:** ¼ oz. \$ .40; 1 oz. \$1.50; Pound \$14.00.

**SUPER MAJESTIC:** The tallest of the Larkspur and having heavy spikes.

**DEEP CARMINE:** A striking shade.

**LAVENDER:** Medium rosy lavender.

**LIGHT BLUE:** Good color tone.

**ROSE PINK:** Rich, creamy rose pink.

**DEEP SALMON PINK:** Excellent florist's shade

**WHITE:** Large pure white.

**MAJESTIC FORMULA MIXED:** Blended.

**SEED PRICES:** ¼ oz. \$ .35; 1 oz. \$1.30; Pound \$12.00.

**GIANT IMPERIAL:** Base branching. The old favorite.

**BLUE BELL:** Azure blue, lavender tinge.

**BLUE SPIRE:** Deep violet blue.

**CARMINE KING IMPROVED:** Carmine rose.

**DAZZLER:** Rich carmine-scarlet.

**EXQUISITE PINK IMPROVED:** Soft pink.

**GLORIA IMPROVED:** Deep salmon-rose.

**LILAC KING:** Rich lilac.

**LILAC QUEEN:** Lilac-blue.

**LOS ANGELES IMP.:** Brilliant pink.

**MISS CALIFORNIA:** Deep salmon-rose.

**PINK KING:** Soft salmon-rose.

**ROSALIND:** Salmon-rose. Shatterproof.

**SWEET LAVENDER:** Lavender-blue.

**WHITE KING:** Glistening pure white.

**WHITE COCKADE:** Large pure white.

**IMPERIAL MIXTURE:** Full range blend.

**SEED PRICES:** ¼ oz. \$ .30; 1 oz. \$1.25; Pound \$12.00.



## MARIGOLDS OF MERIT

This list of Marigolds offered here will be found to cover all the best in this family in so far as usefulness to the commercial grower is concerned either for bedding plant sale or for cutting. The seeds we offer comes to us from the cultures of four of the foremost breeders in this field.

An easily grown group there are many ways that they can be used with the most satisfactory results.



## MARIGOLDS AFRICAN TYPES

VARIETY	COLOR	Price Per	1/4 oz.	1/2 oz.	1 oz.	4 ozs.
<b>GIGANTEA: GIANT Flowered Tall. Robust growers 3 1/2' tall</b>						
bearing huge ruffled, tight petaled blooms. Largest flowered.						
FULL DOUBLE ORANGE:	A grand cut-flower.	\$	.40	\$.75	\$2.50	\$ 7.00
FULL DOUBLE MIXTURE:	All colors and shades blended.		.35	.60	2.00	5.00
SUNSET GIANTS:	A fine mixture of this type.		.25	.50	1.70	4.25
<b>TALL AFRICAN ALL DOUBLE: The original of this type group.</b>						
Widely used as a cutting flower. 2 1/2' to 3' flowers.						
LEMON ALL DOUBLE:			.25	.50	1.50	4.50
LEMON QUEEN:	An improved strain in this shade.		.25	.50	1.50	4.50
ORANGE ALL DOUBLE:	A standard color of this type.		.25	.50	1.50	4.50
PRINCE OF ORANGE:	An improved cutting strain of bright orange.		.25	.50	1.50	4.50
<b>CARNATION FLOWERED: Loosely petaled flowers 3" or more</b>						
across. Plants are generally 2' to 2 1/2' feet high.						
BURPEE GOLD IMPROVED:	Deep bright orange. Odorless foliage.		.30	.50	1.50	4.00
CLINTON:	Larger and later than Burpee Gold but about same color.		.30	.50	1.50	4.00
FLUFFY RUFFLES:	(NEW) Very early 4 1/2' and larger on 20' plant.					
	Color pure gold with frilled petals. Base branching.		.65	1.00	3.50	10.00
FRILLS:	Frilled and waved petals of pure gold. Odorless.		.30	.50	1.50	4.00
MAYLING:	Primrose with frilled petals. Odorless.		.30	.50	1.50	4.00
REAL GOLD:	Largest flowered pure gold. 4 1/2' flowers. 2' plant.		.40	.65	2.00	5.00
YELLOW SUPREME:	Creamy light yellow. Large very full flowers.		.30	.50	1.50	4.00
<b>CHRYSANTHEMUM FLOWERED TYPES: Compact flower with</b>						
petals incurved usually 2 1/2' to 3' on 2' to 3' plants.						
CROWN OF GOLD:	The first odorless. Golden orange with a row of broad guard petals around flower edge.		.30	.50	1.50	4.00
GLITTERS:	A very early light yellow. Slightly dwarf plant.		.30	.75	2.50	5.50
LIMELIGHT:	Primrose yellow. Early and free flowering.		.40	.65	2.00	5.00
MAMMOTH MUM:	A florist favorite. Light yellow. Strong plant.		.30	.80	3.00	7.50
MISSION GOLDSMITH:	Pure orange.		.40	.65	2.00	5.00
MISSION YELLOWSTONE:	Pure canary yellow.		.40	.65	2.00	5.00
MISSION GIANT MIXTURE:	Three principle shades of orange & yellow.		.35	.65	2.00	4.00
<b>DWARF CHRYSANTHEMUM TYPE:</b>						
CUPID:	Perfect for pots and edgings. Flowers 2 1/2' to 3' of lemon yellow on compact plants 8' tall. NEW THIS YEAR.		1.00	2.00	6.00	17.50

## FRENCH TYPES

**HARMONY TYPE DOUBLES:** The Harmony or crested types are the best of this group and are highly recommended. They flower profusely under poor conditions and are among the most colorful and easily grown of plants.

VARIETY	COLOR	Price Per	1/4 oz.	1/2 oz.	1 oz.	4 ozs.
<b>DWARF HARMONY: 12" to 14" high.</b>						
GOLDEN HARMONY:	Solid golden yellow.	\$	.40	\$1.40	\$ 4.00	
HARMONY ALL DOUBLE:	Orange center bordered maroon.		.35	1.00	3.00	
MELODY:	Rich pure orange.		.35	1.00	3.00	
SPOTLIGHT:	Early yellow bordered maroon red.		.35	1.00	3.00	
<b>HARMONY EXTRA DWARF OR LILLIPUT: 6" to 8" high.</b>						
BUTTERBALL:	Soft butter yellow.		.30	.60	1.50	4.00
SPRY:	Yellow bordered mahogany.		.30	.60	1.50	4.00
SUNKIST:	Bright golden orange.		.30	.60	1.50	4.00
YELLOW PIGMY:	Very dwarf bright yellow.		.30	.60	1.50	4.00
<b>DWARF SINGLE FLOWERED FRENCH:</b>						
FLASH:	Tangerine and red.		.40	1.00	3.00	
GNOME:	Golden yellow 10' tall.		.40	.75	2.50	6.00
NAUGHTY MARIETTA:	Yellow with mahogany base. The finest single.		.30	.45	1.40	4.00
REDHEAD:	Mahogany to bronze crested gold. 14' to 16' tall.		.30	.45	1.40	4.00

## Special TIGRIDIA AVALON

These are a special buy as one of our local growers has a few thousand surplus of these this year which we can offer at about \$10.00 to \$15.00 a thousand below the market. They are large size stock and an especially good buy.

**PRICE:** 250 for \$8.00; 1,000 for \$30.00; 3,000 for \$80.00 postpaid.

**AVALON** is an especially attractive sort. It is brick red ground spotted with deep brown spots. These are easily grown and bloom profusely. They multiply rapidly and easily. Not hardy but must be dug and stored away from frost each year.



# FLORIST STRAIN PETUNIA SEEDS

SEE INSIDE BACK COVER FOR  
PAN-AMERICAN VARIETIES

## PETUNIA GIANT FLOWERED RUFFLED.

About 150,000 seeds per ounce. Average production 800 plants per  $\frac{1}{128}$  oz.  
The largest flowering group heavily ruffled.

VARIETY	COLOR	Price Per	$\frac{1}{128}$ oz.	$\frac{1}{16}$ oz.	$\frac{1}{8}$ oz.	$\frac{1}{4}$ oz.
DWARF GIANTS OF CALIFORNIA:	Ramona strain dark shades.	.....	\$1.00	\$ 7.00	\$12.00	\$18.00
DWARF GIANTS OF CALIFORNIA:	Ramona strain light shades.	.....	1.00	7.00	12.00	18.00
DWARF GIANTS OF CALIFORNIA:	Ramona light & dark shades mixed.	.....	1.00	7.00	12.00	17.50
GLAMOUR:	Very large flowered salmon-rose.	.....	.90	6.00	11.00	17.50
SALMON BEAUTY:	(Marylyn) The largest rich salmon.	.....	.80	6.00	11.00	17.50
PARAMOUNT MIXTURE:	Of fine robust habit doing well in the less favorable cultural situations.	.....	1.00	7.00	12.00	18.00
SPECIAL FLORIST MIXTURE:	Medium dwarf in a fine color range.	.....	.70	5.00	9.50	16.00
SUPER DWARF MIXTURE:	Bred for pot culture. The most dwarf.	.....	1.25	10.00	18.00	32.00
SUPER FLUFFY RUFFLES:	Heavily ruffled almost appear double. Mixed.	.....	.75	5.00	9.50	16.00
SUPREME FLORIST STRAIN:	A selected blend of rose, pink and salmon.	.....	.90	6.00	11.00	17.50
RUFFLED MONSTERS:	A fine large flowering mixture.	.....	.65	4.00	7.75	15.00
WHITE GIANT: (NEW)	The largest ruffled white with yellow throat.	....	1.00	6.00	11.00	.....

## PETUNIA GRANDIFLORA SINGLE FRINGED.

Strong growing, free flowering, 12" to 16" high. Some spreading.  
Flowers medium to large fringed at the edges.

VARIETY	COLOR	Price Per	$\frac{1}{128}$ oz.	$\frac{1}{16}$ oz.
DAINTY LADY:	Delicate yellow, sometimes cream. Compact.	.....	\$1.00	\$6.00
FRINGED SNOWSTORM:	Compact, vigorous white.	.....	1.00	6.00
LACE VEIL:	Dwarf, fringed pure white. Excellent for pots.	.....	.90	5.00
PINK TRIUMPH:	Bright rose pink.	.....	1.00	6.00
THEODOSIA IMPROVED:	Fringed rosy-pink with golden throat. An old favorite.	.....	1.00	6.00
WHITE BEAUTY:	Large lacy white.	.....	.90	5.00
WHITE MOUND: (NEW)	Uniformly compact pure white.	.....	1.00	6.00
FRIMBRIATA CHOICE MIXTURE:	All varieties and shades of this class.	.....	.65	4.00

## DWARF HYBRIDA FANCY - Ruffled & Plain Edged.

This group is fine for edgings. The plants are 8" to 12" high and are literally covered by medium large, mostly ruffled flowers.

ADMIRAL:	Compact violet blue. Flowers waved.	.....	.40	2.25
KING HENRY:	Intermediate height deep red.	.....	.40	2.40
LITTLE GIANTS:	Ball shaped plants 12" high covered with ruffled flowers.	.....	.65	3.50
MARTHA WASHINGTON:	Attractively frilled blush pink.	.....	.75	4.00
VELVET BALL:	Compact, velvety blood red. 8" tall.	.....	.65	3.50

## GRANDIFLORA PLAIN EDGED.

Free flowering 12" to 16" plants with plain edged flowers freely produced having heavy texture. Many with velvety sheen.

BURGUNDY:	Rich wine red with white throat.	.....	.90	6.00
DAZZLER: (NEW)	Compact brilliant scarlet.	.....	.75	5.00
DWARF ELK'S PRIDE:	A favorite compact velvety purple.	.....	.75	5.00
FLAMING VELVET:	Grandiflora type. Velvety blood red. Compact.	.....	.75	5.00
DWARF PINK GLORY IMPROVED:	Compact deep rose with white throat.	.....	.75	5.00
SNOWSTORM IMPROVED:	Best florist white with yellow throat.	.....	.75	5.00
WHITE CLOUD:	A compact pure white.	.....	.75	5.00
SPECIAL MIXTURE:	All the Grandiflora shades blended.	.....	.65	4.50



**PENDULA or BALCONY.**

For garden or window box. Plants spreading or pendent 18'' to 24'' with many single, plain edged flowers. Larger than the bedding types.

VARIETY	COLOR	Price Per	$\frac{1}{16}$ oz.	$\frac{1}{4}$ oz.	1 oz.
BLACK PRINCE:	Deep velvety red.		\$ .80	\$2.00	\$ 7.50
DEEP BLUE:	Large true blue.		.50	1.50	5.00
RED:	Brilliant crimson.		.50	1.50	5.00
ROSE:	Clear rose with golden throat.		.50	1.50	5.00
ROYAL ROSE:	(NOVELTY) Clear warm rose of huge size.		.80	2.00	7.50
STAR OF CALIFORNIA:	Violet purple with white star.		.50	1.50	5.00
WHITE:	Excellent pure white.		.50	1.50	5.00
PENDULA MIXTURE:	All colors in a popular blend.		.40	1.25	4.00

**PETUNIA HYBRIDA BEDDING TYPES.**

DWARF NANA COMPACTA: These are the compact bedders 12'' to 16'' high.

They bear many single, plain edged flowers of medium size. For bedding.

BLUE BEDDER:	A compact mid-blue of attractive shade.	.75	2.75	10.00
CELESTIAL ROSE IMPROVED:	Compact deep rose.	.40	1.25	4.00
CREAM STAR:	Creamy white with star points on the flower.	.40	1.25	4.00
ENGLISH VIOLET:	Rich violet-purple with excellent habits.	.65	2.25	8.00
FIRE CHIEF:	(NOVELTY) 1950 Gold Medal Winner. Dwarf and compact habit.			
Fire Chief Red although it drifts some in shading in some soils. A MUST.		1.50	5.00	15.00
		$\frac{3}{32}$ ounce \$1.00		

FIRST LADY:	All-American Trials 1941. A beautiful soft-pink.	1.00	3.50	12.00
GLOW:	Dazzling carmine red.	1.00	3.00	10.00
GLOWING ROSE:	Intense cerise rose.	1.00	3.00	10.00
HEAVENLY BLUE:	(Silver Blue) A soft blue shade that is popular.	.50	1.40	5.00
IGLOO:	A compact snow white.	.60	2.00	7.50
LIPSTICK:	(NEW) Carmine rose with slight salmon sheen. Holds color well.	1.50	5.00	18.00
PEACH RED:	New deep salmon rose, vigorous.	.50	1.75	6.00
ROSE OF HEAVEN IMPROVED:	Dwarf bright rose.	.40	1.15	4.00
ROSY MORN IMPROVED:	A very popular rose with white throat.	.40	1.15	4.00
RUBY RED:	(NOVELTY) A very brilliant shade of a new type.	1.00	3.00	10.00
SNOWBALL IMPROVED:	Compact white with round flowers.	.50	1.40	5.00
SNOW QUEEN:	A fine, large flowered pure white.	.35	1.00	3.40
TOPAZ QUEEN:	Compact, large scarlet rose.	.35	1.00	3.40
VIOLACEA:	Deep velvety purple.	.35	1.00	3.40
EXTRA SELECT MIXTURE:	All shades in fancy blend.	.35	1.00	3.40

**HYBRIDA TALL.**

Strong growing 20'' to 24'' tall. Flowers freely with quantities of plain edged flowers.

VARIETY	COLOR	Price Per	$\frac{1}{4}$ oz.	$\frac{1}{2}$ oz.	1 oz.
BLUE BEE:	Color of a Viola Jersey Gem. A fine blue.		\$ .35	\$ .65	\$2.40
FLAMING VELVET:	Tall Hybrida Type. Velvety blood red.		.60	1.15	4.00
GENERAL DODD:	Deep blood red.		.50	.85	3.00
HOWARD'S STAR:	Reddish purple with white star.		.50	.85	3.00
RADIANCE:	Cerise rose with salmon undertone.		.60	1.15	4.00
ROSE KING IMPROVED:	A very rich rose shade.		.50	.85	3.00
TOPAZ ROSE:	Rose and gold.		.60	1.15	4.00
VIOLACEA:	A deep velvety shade.		.50	.85	3.00
WHITE KING:	The best pure white in this type.		.60	.85	3.00
CHOICE HYBRIDA MIXTURE:	All colors in a useful blend.		.40	.80	2.70

**VERBENA SEEDS**

These popular bedding plants always are in much demand during the spring planting season. We offer a practical selection of the most useful sorts. Figure at the rate of 6,000 or 7,000 plants per ounce.

VARIETY	COLOR	Price Per	$\frac{1}{4}$ oz.	$\frac{1}{2}$ oz.	1 oz.
ANNAPOLIS BLUE:	True mid-blue.		\$ .50	\$ .90	\$3.25
BEAUTY OF OXFORD HYBRIDS:	Variable rose-pink to red shades. Large.		.50	.90	3.25
BRIGHTNESS:	Cerise scarlet with white eye.		.60	1.10	4.00
CERISE QUEEN:	Bright cerise red, salmon sheen.		.50	.90	3.25
FLORADALE BEAUTY:	Large flowers of red and pink shades.		.50	.90	3.25
LAVENDER GLOEY:	Lavender with white eye. Variable.		.50	.90	3.25
LUCIFER:	Brilliant scarlet self. An old favorite.		.50	.90	3.25
LUMINOSA:	Deep salmon shaded pink with white eye.		.50	.90	3.25
MOUNTY:	Rosy cardinal red. Very nice.		.50	.90	3.25
PURE WHITE:	A good clear strain.		.50	.90	3.25
ROYALE:	Rich deep blue with creamy eye.		.50	.90	3.25
SPECTRUM RED:	An intense bright red.		.50	.90	3.25
SPITFIRE:	Very large flowering scarlet rose.		.60	1.10	4.00
VIVID:	Brilliant sunproof scarlet of upright bushy habit. Striking.		.60	1.10	4.00
GRANDIFLORA MIXTURE:	A wide range of shades of the most desirable type.		.40	.80	3.00

## Florist Strain STOCKS

Our Stock seeds are supplied by three of the foremost specialists and they are unsurpassed in quality. In fact, coupled with our unique pricing policy these afford today's greatest values.

**DOUBLE GIANT COLUMN:** Improved Excelsior. The best commercial column types and colors.  
**BALL NO. 1:** Lilac lavender. Large flowers.  
**BALL NO. 6:** American Beauty. Dp. carmn. rose  
**BALL NO. 7:** Malmaison Pink. Tall blush-pink.  
**BALL NO. 8:** Ruby. Tall crimson-red.  
**BALL NO. 9:** Chamois Pink Imp. Rosy-buff.  
**BALL NO. 11:** Pink. Rose pink lighter than 22.  
**BALL NO. 14:** Rose Pink. Deep rose pink.  
**BALL NO. 16:** White Imp. Fine florist white.  
**BALL NO. 20:** Apricot. Creamy buff. Late.  
**BALL NO. 21:** Purple Heart. Tall blue-purple.  
**BALL NO. 22:** Supreme. Outstanding silvery rose.  
**BALL NO. 24:** Deep Apricot. Deeper than No. 20.  
**AVALANCHE:** NEW early giant white.  
**GARDENIA:** Giant, glistening white.  
**ILLUSION:** Deep scarlet.  
**PASTEL LAVENDER:** A live, delicate color. A new market shade.  
**ROYAL PURPLE:** Deeper than No. 21.  
**SILVER LILAC:** Best lavender.  
**WHITE GIANT:** Earliest, tallest white.  
**YELLOW WONDER:** Best cut-flower yellow.  
**FLORIST MIXTURE:** A well blended mixture for general use.

**PRICES:** Our uniform price of \$9.00 per ounce is the lowest in the industry for quality seeds of freshest crop. You still can buy the 1/10 ounce at 90¢; 2/10 ounce at \$1.80 etc.

**DOUBLE GIANTS OF CALIFORNIA:** Heavier than Imperial Bismark. Closely planted they produce one huge terminal spike. Given more room laterals are also developed.

**GOLDEN GATE:** A good yellow.  
**MOJAVE:** Rich velvety purple.  
**MONTEREY:** Very fine shade of pink.  
**PACIFIC:** An attractive shade of blue.  
**REDWOODS:** Deepest blood red.  
**SANTA BARBARA:** Pink overlaid buff.  
**SANTA MARIA:** Best branching type white.  
**SEQUOIA:** Rosy carmine.  
**TAHOE:** A valuable lavender.  
**YOSEMITE:** A fine shade of rose.  
**EXQUISITE MIXED:** Blended from the entire variety group from seeds grown separately.  
**PRICE:** Our uniform price of \$3.50 per ounce is the best you'll find. 1/10 ounce 35¢.

**EARLY COLONIAL:** Base branching with no terminal spike they give a number of large heads.  
**MAYFLOWER:** Bright crimson-rose.  
**PRISCILLA:** Silvery lavender.  
**PURITAN:** Heavy pure white.  
**ROSE STANDISH:** Bright rose.  
**GROWERS BLEND:** Well balanced in all the shades of this group.  
**PRICES:** Our uniform price of \$4.00 per ounce also applies to 1/10 ounce at 40¢.

**DOUBLE GIANT IMPERIAL:** Improved Bismark.  
**ANTIQUE COPPER:** Copper red.  
**APPLE BLOSSOM:** Delicate pink.  
**BLOOD RED:** Ruby red.  
**BUTTERCUP:** Deep yellow.  
**CHAMOIS:** Ivory and old rose.  
**DARK BLUE:** As named.  
**ELK'S PRIDE:** Royal purple.  
**FLESH:** Bright coral pink.  
**GOLDEN BALL:** Best yellow.  
**GOLDEN ROSE:** Rose flushed cream.  
**LAVENDER:** Silvery lilac.  
**LILAC:** Medium lilac-blue.  
**ROSE:** Deep rose pink.  
**SHASTA:** Tall pure white.  
**BISMARK MIXED:** All shades blended.  
**PRICES:** Our uniform price of \$3.00 per ounce also applies to 1/10 ounce at 30¢.

## SWEET PEA *Cuthbertson Spring Flowering*

These are an important addition to this highly valued group of flowers. This strain has great vigor and produces a profusion of flowers of large size and much fragrance. Their main value above this is that they flower under glass better in spring than the winter flowered types. Planted from October till February they make a good commercial crop well into late spring. Cultured outdoors they do well almost everywhere and make possible Sweet Pea culture in hot climates where these beautiful flowers were not successful before. Try them and you'll like them.

**PRICES:** Our uniform price of 45¢ per ounce; 4 ounces of a variety \$1.60; pound of a variety \$4.50. Not less than one ounce of a variety sold.

**BILLY:** Light carmine.  
**CAROL:** Clear pink on white ground.  
**COLINE:** Scarlet cerise.  
**CONNIE:** Chamois.  
**DANNY:** Navy blue.  
**DAVID:** Bright rose crimson.  
**DORIS:** Distinct cherry rose. Huge.  
**EVELYN:** Salmon cream pink.  
**FLORA:** Rose carmine.  
**FRANCES:** Clear salmon pink, white ground.  
**FRANK G.:** Rosy lavender.  
**HAZEL:** Light blue.  
**HELEN:** Blush pink.  
**JANET:** White, black seeded.  
**JENNIE:** White, white seeded.  
**JESSIE:** Mauve.  
**JIMMY:** Deep scarlet of unusual size. New.  
**KATIE:** Rosy cream pink.  
**KENNETH:** Crimson.  
**LIZA:** Deep maroon.  
**LOIS:** Clear rose pink.  
**MARION:** Cream, black seeded.  
**RONNIE:** Deep orange.  
**RUTH:** Deep rose pink.  
**WILLIAM:** Cream, rose picotee edge.  
**FINEST MIXED:** All shades well blended.









*Pan American*

## PETUNIA ORIGINATIONS

This group of Petunias have had much popularity in the past several years. They are outstanding in quality and you will find them a valuable group for your bedding plant and pot plant operations. Allegro was rated Top Annual 1950 by Men's Garden Clubs of America. Ballerina was All American Winner for 1952 and Comanche was A. S. S. selection 1953.

### DOUBLE FLOWERED TYPES:

**ALLEGRO:** Scarlet salmon in bud opening bright deep salmon. Fully double fringe  $3\frac{1}{2}$ " to 4" flowers. A dwarf vigorous grower base branching. About 12" high, 24" spread. An all purpose variety.

**CAPRICE:** A bright rose of attractive shade. Other characteristics similar to Allegro.

**MINUET:** Orchid-lavender, some blooms variegated. Taller than the two above (18") but about the same spread. Pinching in early growth suggested for better plant form.

**NOCTURNE:** Violet-purple - dark. Flowers medium large - 3" to  $3\frac{1}{2}$ " but fully double fringed. Plant habit medium tall (15") with 24" spread. A good bedding sort.

**RHAPSODY:** Burgundy wine-red. Large flowered -  $3\frac{1}{2}$ " to 4" and fully double fringed. Uniformly dwarf 12" by 24" and freely base branched. Very excellent.

**SONATA:** Pure white. Large flowered -  $3\frac{1}{2}$ " to 4" and freely fringed full double. Medium dwarf - 18" by 24". Suggested March 1st planting for May 1st setting. Pinch early in growth for better form.

**PRICES:** Originators seeds,  $\frac{1}{2}$  Trade Packet \$2.75; Trade Packet \$4.50;  $\frac{1}{128}$  oz. \$8.50;  $\frac{1}{4}$  oz. \$16.00;  $\frac{1}{32}$  oz. \$29.50 per item.

**GLORIOUS MIXTURE:** A formula mixture, from straight colors. Percentage is as follows: Allegro 25; Caprice 35; Minuet 5; Nocturne 5; Rhapsody 10 and Sonata 20. Pinch taller plants to uniform height. Be sure to transplant ALL, not just the stronger plants as weaker plants in double Petunias are usually the best doubles.

**PRICE:**  $\frac{1}{2}$  Trade Packet \$2.25; Trade Packet \$4.00;  $\frac{1}{128}$  oz. \$7.60;  $\frac{1}{4}$  oz. \$14.45.

**AMERICA IMPROVED:** Bright rose. Flowers about  $2\frac{1}{2}$ ", full double plain edged. Vigorous 16" by 20".

**PRICE:** Trade Packet \$2.50;  $\frac{1}{128}$  oz. \$4.50;  $\frac{1}{4}$  oz. \$8.00.

### F/1 HYBRID GRANDIFLORA TYPES: A very outstanding type.

**BALLERINA:** A. A. S. 1952. Soft glowing salmon,  $3\frac{1}{2}$ " to 4" well fringed and free flowering.

Dwarf, compact-spreading 12" by 2' to 3' spread. Set at least 20" apart.

**BOLERO:** Bright rose-pink. Flowers  $3\frac{1}{2}$ " to 4" ruffled and slightly fringed. Good habit 15" by 20".

**LA PALOMA:** Pure white, yellow throat. Well fringed and free flowering.

**TANGO:** Deep scarlet-salmon. Deeply fringed  $3\frac{1}{2}$ " to 4". Plant 12" by 24".

**PRICES:**  $\frac{1}{2}$  Trade Packet \$1.35; Trade Packet \$2.50;  $\frac{1}{128}$  oz. \$4.50;  $\frac{1}{4}$  oz. \$8.00.

### F/1 HYBRID MULTIFLORA:

**COMANCHE:** A. S. S. 1953. Scarlet red - the deepest red Petunia. Very free flowering  $2\frac{1}{2}$ " base branching. Plant about 1' by 18". A grand bedding sort.

**LINDA:** Clear, light salmon-pink. Very free flowering  $2\frac{1}{2}$ " to 3". Compact plant 15" by 24".

**PRICE:** Trade Packet \$1.75;  $\frac{1}{128}$  oz. \$3.50;  $\frac{1}{4}$  oz. \$6.50.

### DWARF ERFURT TYPE: Dwarf plant habit fringed flowers.

**ROSITA:** Soft rose, netted or cream throat. Ruffled and fringed  $3\frac{1}{2}$ " to 4". Plant dwarf and compact - vigorous 12" by 12". Perfect for pots.

**CARMENCITA:** Deep scarlet salmon. Fringed and uniformly dwarf - 10" by 12".

**PRICE:** Trade Packet \$1.50;  $\frac{1}{128}$  oz. \$2.00;  $\frac{1}{4}$  oz. \$3.50.

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## Some Unusual Tools

The hoe is probably one of the most universally used of garden tools but one that has received but slight improvements despite all of our recent developments. We offer here some new items of much improved design and material. All prices are net, delivered.

**THESE HOES:** are all made with solid shanks set into the handle with hot babbitt. They will not loosen up or break off. The blades are made of STAINLESS STEEL, wafer thin for easy penetration and they do hold an edge better. The Stainless steel blade stays bright, never rusts and is always in good working condition regardless of how cared for. Tubular Aluminum handles are available.

No. 1 - A triangular two edged blade a favorite pattern. Wood Handle \$2.25; Aluminum \$2.85.

No. 5 - Conventional high blade hoe, 6 inch cut. Wood handle only \$2.25.

No. 11 - FLORIST SPECIAL triangular blade for very close, fine work. Wood handle \$2.00; Aluminum handle \$2.50.



ZINNIA  
PEPPERMINT  
STICK



**SUPERIOR**

**ZINNIA**

**SEEDS**

This selection of Zinnia Varieties will be found the most valuable both to the bedding plant grower as well as the cutting trade. Our stock all comes from the foremost specialists in these in most cases the originator of the type. A quarter ounce usually produces about 500 to 600 plants.

**ZINNIA NOVELTIES: New and desirable types.**

**PEPPERMINT STICK:** These have been most popular the past season. Medium size, Pumila type flowers on robust plants. Flowers striped in many color combinations.  $\frac{1}{4}$  oz. 55¢; 1 oz. \$2.00.  
**PERSIAN CARPET:** Double, ball shaped, miniature flowers. Rich shades.  $\frac{1}{4}$  oz. 75¢; 1 oz. \$3.00.  
**HAAGEANA DOUBLE MIXED:** Small flowered version of Persian Carpet.  $\frac{1}{4}$  oz. 45¢; 1 oz. \$1.70.  
**SUPER CROWN O'GOLD:** Pastel Tints. Rich pastels flecked gold.  $\frac{1}{4}$  oz. 35¢; 1 oz. \$1.20.  
**BURPEE HYBRIDS:** Chrysanthemum types, pastel shades and bi-colors. Large.  $\frac{1}{4}$  oz. 55¢; 1 oz. \$2.00.  
**RIVERSIDE BEAUTY:** Giant cactus flowered Azalea pink.  $\frac{1}{4}$  oz. 55¢; 1 oz. \$2.00.  
**LUTHER BURBANK:** A fine large flowered blend of pastels.  $\frac{1}{4}$  oz. 55¢; 1 oz. \$2.00.  
**SUPER GIANTS IMPROVED:** A full range of the largest size flowers.  $\frac{1}{4}$  oz. 50¢; 1 oz. \$1.75.  
**GILLARDIA FLOWERED MIXED:** Perfect little flowers similar to Picta Gillardia Double. Bright colors.  $\frac{1}{4}$  oz. 35¢; 1 oz. \$1.20.  
**TOM THUMB:** Smallest border type only about 8" high. Mixed.  $\frac{1}{4}$  oz. 40¢; 1 oz. \$1.60.

**GOLD MEDAL DAHLIA FLOWERED: The most fully double.**

Plants  $2\frac{1}{2}'$  to  $3'$ , flowers fully double and large on good strong stems.

**CANARY BIRD:** Clear canary yellow.  
**CRIMSON MONARCH:** Deep crimson, large.  
**DREAM:** Rich rosy lavender.  
**ELDORADO:** Salmon apricot.  
**EXQUISITE:** Light rose, deeper center.  
**GOLDEN DAWN:** Golden yellow.  
**GOLDEN STATE:** Golden orange.  
**ILLUMINATION:** Deep rose self.

**LUMINOSA:** Bright pink.  
**METEOR:** Rich, deep dark red.  
**ORIOLE:** Orange and gold.  
**POLAR BEAR:** Large cream white.  
**ROYAL PURPLE:** Richest purple.  
**SCARLET FLAME:** Bright scarlet.  
**WILL ROGERS:** Deep scarlet.  
**GOLD MEDAL MIXTURE:** All shades.

PRICE OF ALL:  $\frac{1}{4}$  oz. 30¢; 1 oz. \$1.00; Pound \$12.00.

**CALIFORNIA GIANT OR MAMMOTH: Very large more flat formed flowers.**

These are fine cutters for florist use as they force nicely in greenhouse.

**BRIGHTNESS:** Bright pink.  
**CHERRY:** (Cerise Queen) Cherry rose.  
**CRIMSON QUEEN:** Rich crimson.  
**DAFFODIL:** Rich canary yellow.  
**ENCHANTRESS:** Light rose deeper center.  
**GOLDEN QUEEN:** Golden yellow.  
**GREENADIER:** Bright dark red.  
**LAVENDER QUEEN:** Deep rosy lavender.  
**MISS WILLMOTT:** Soft pink.

**ORANGE KING:** Orange scarlet.  
**ORANGE QUEEN:** Golden orange.  
**PURITY:** Large and best white.  
**ROSE QUEEN:** Striking deep rose.  
**SALMON QUEEN:** Deep salmon-apricot.  
**SCARLET QUEEN:** Glowing deep scarlet.  
**VIOLET QUEEN:** Deep purple.  
**PASTEL GIANTS:** Mixture of pastel shades.  
**CALIFORNIA GIANT MIXED:** All shades.

PRICES OF ALL:  $\frac{1}{4}$  oz. 30¢; 1 oz. \$1.00; Pound \$12.00.

**IMPROVED LILLIPUT: PomPon or Baby Zinnias. A very popular cutting group.**

Plants  $1\frac{1}{2}'$  to  $2'$  with many perfectly formed flowers of attractive size.

**BLACK RUBY:** Blackish red.  
**CANARY GEM:** Canary yellow.  
**CRIMSON GEM:** A bright shade.  
**DAINTY GEM:** Dainty bi-color rose.  
**GOLDEN GEM:** Golden orange.  
**LILAC GEM:** Soft shade of lilac.  
**PINK GEM:** Deep pink.

**PURPLE GEM:** Deep purple.  
**ROSEBUD:** A fine rose pink.  
**SALMON GEM:** Salmon rose. Attractive.  
**SCARLET GEM:** Bright scarlet.  
**WHITE GEM:** Milk white.  
**PASTEL SHADES MIXED:**  
**LILLIPUT MIXTURE:** All shades.

PRICES OF ALL:  $\frac{1}{4}$  oz. 30¢; 1 oz. \$1.00; Pound \$12.00.